Understanding what citizens want

Bobby Duffy, Managing Director

Ipsos MORI Social Research Institute

Ipsos MORI

OR...Why are people so ungrateful?

Bobby Duffy, Managing Director

Ipsos MORI Social Research Institute

Ipsos MORI

We've strived to give people what they want…

"We are proposing to put an entirely different dynamic in place to drive our public services: one where the service will be driven not by the managers but by the user – the patient, the parent, the pupil and law-abiding citizen."

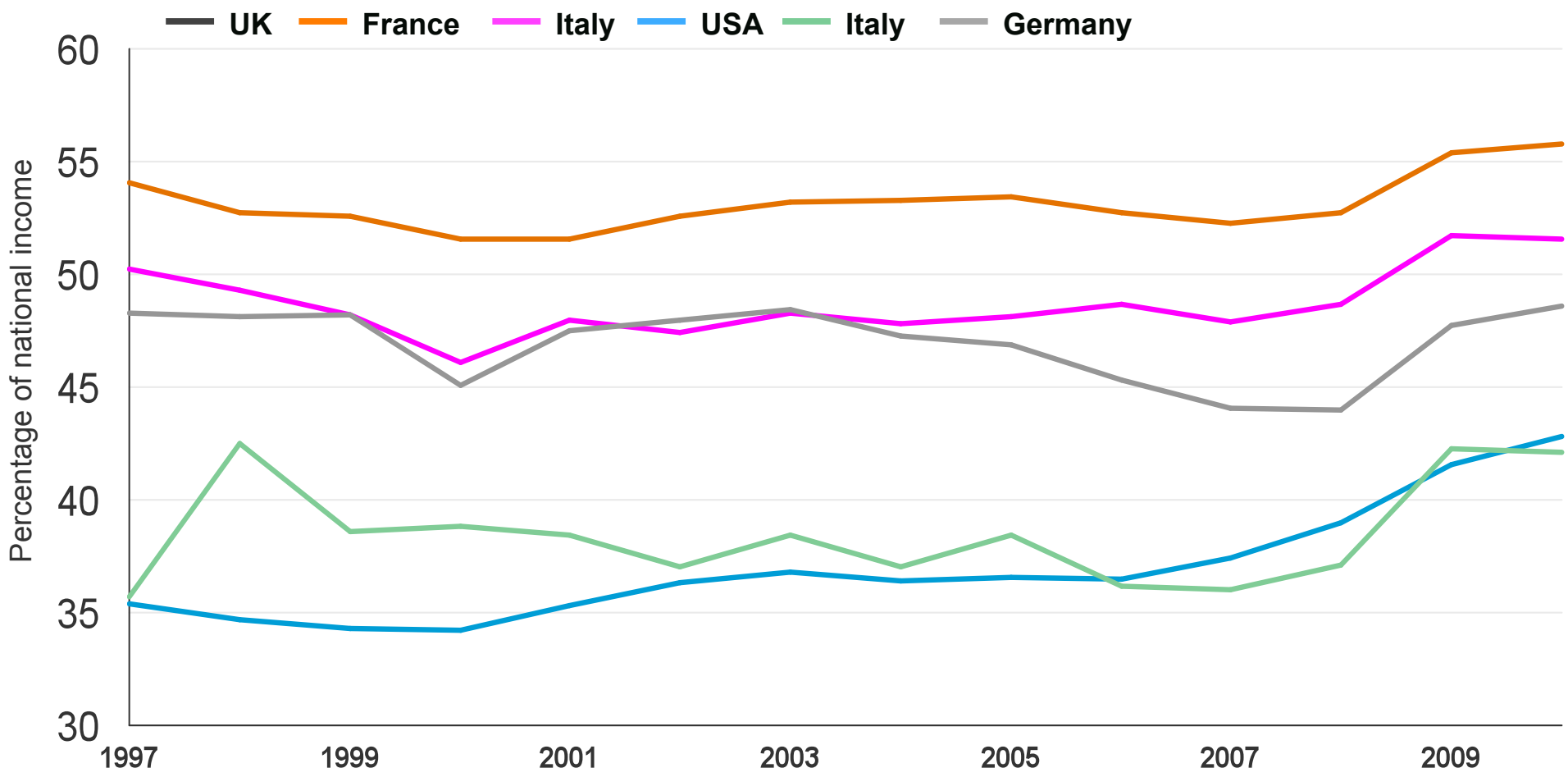
The Rt. Hon. Tony Blair MP
Prime Minister, 6 years ago

…and continue to….

…giving users of public services more choices and, crucially, a new recognition that real and lasting change must come from empowering the users of services themselves, with professionals and government playing a supporting role.

The Rt. Hon. Gordon Brown MP
Prime Minister

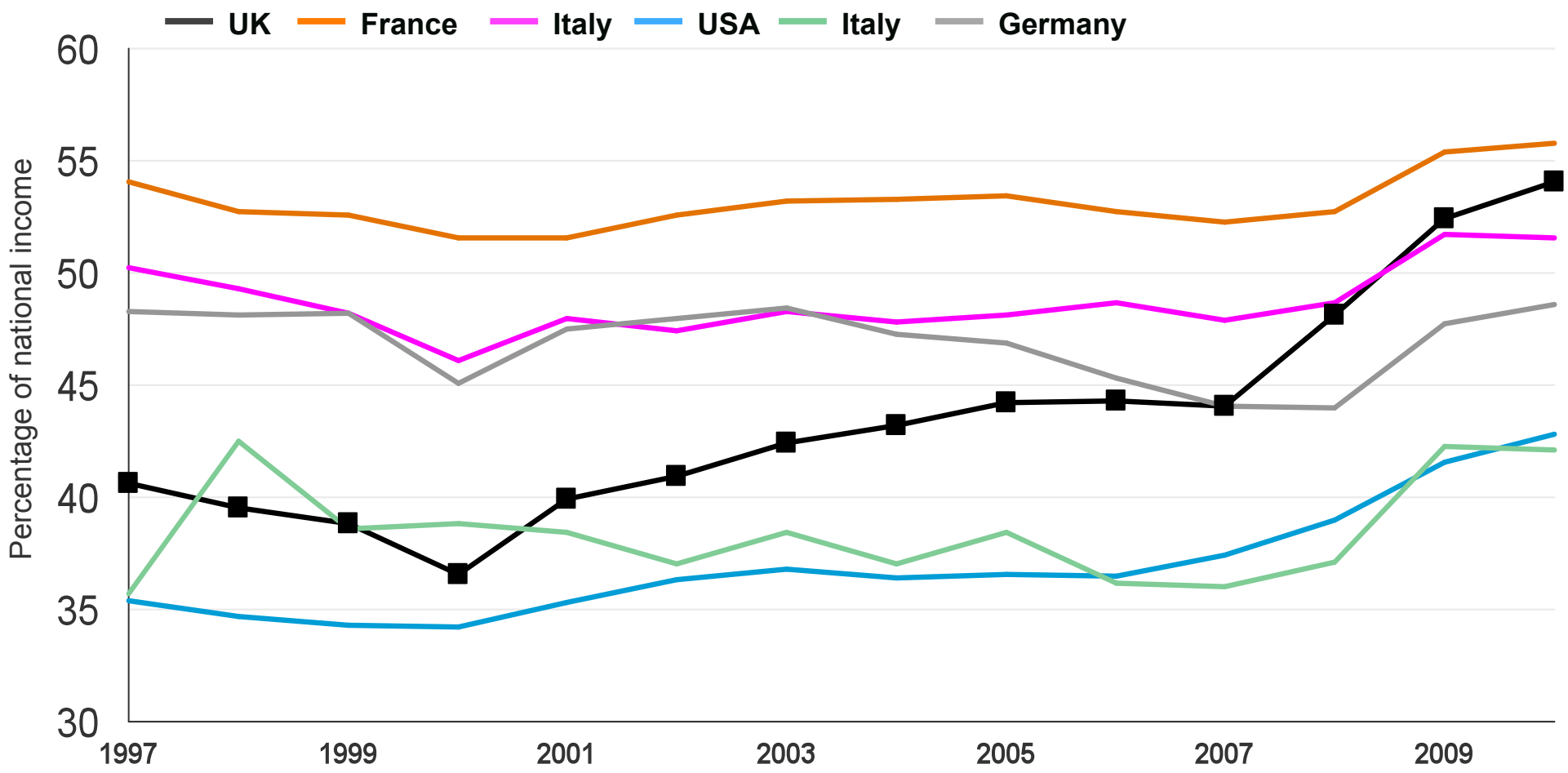
And we've spent the money…



Ipsos MORI

Source: IFS Bulletin OECD.Stat

And we've spent the money…

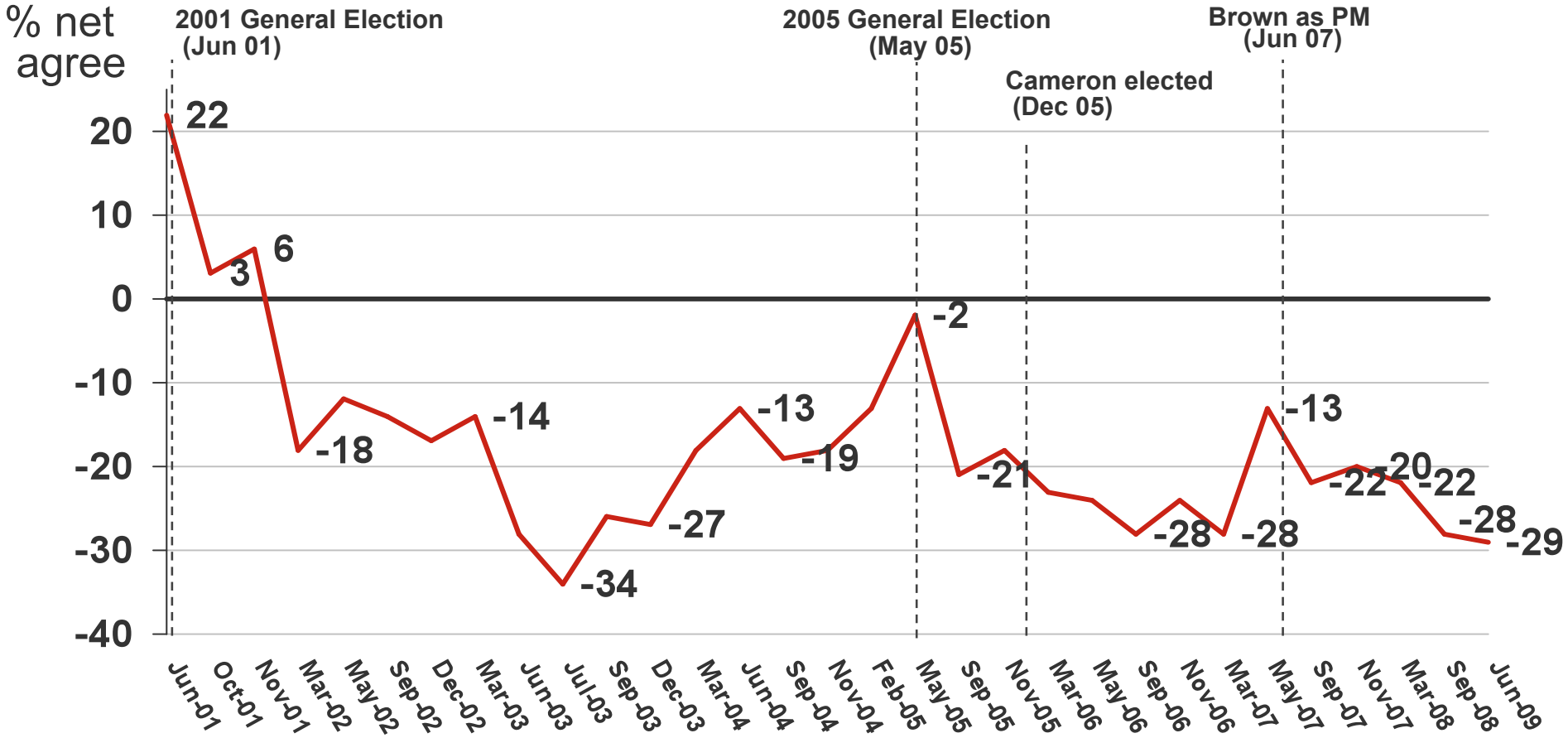


Ipsos MORI

Source: IFS Bulletin OECD.Stat

The results?

Do you agree or disagree… "this government's policies will improve the state of Britain's public services"



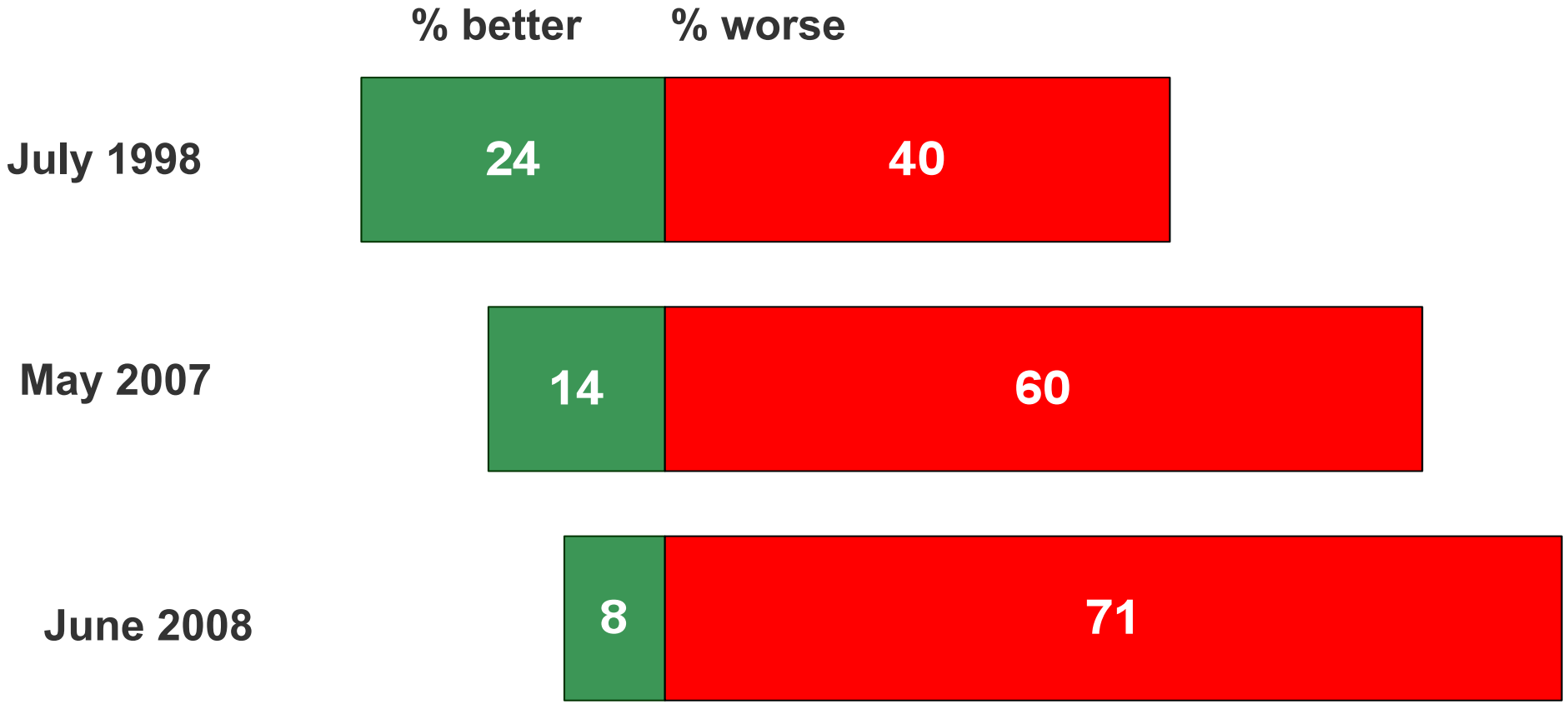
Ipsos MORI

Base: c.1,000 British Adults

Source: Ipsos MORI Public Spending Index

The results?

Q Generally speaking do you think that Britain as a place to live is getting better or worse or is it staying the same?

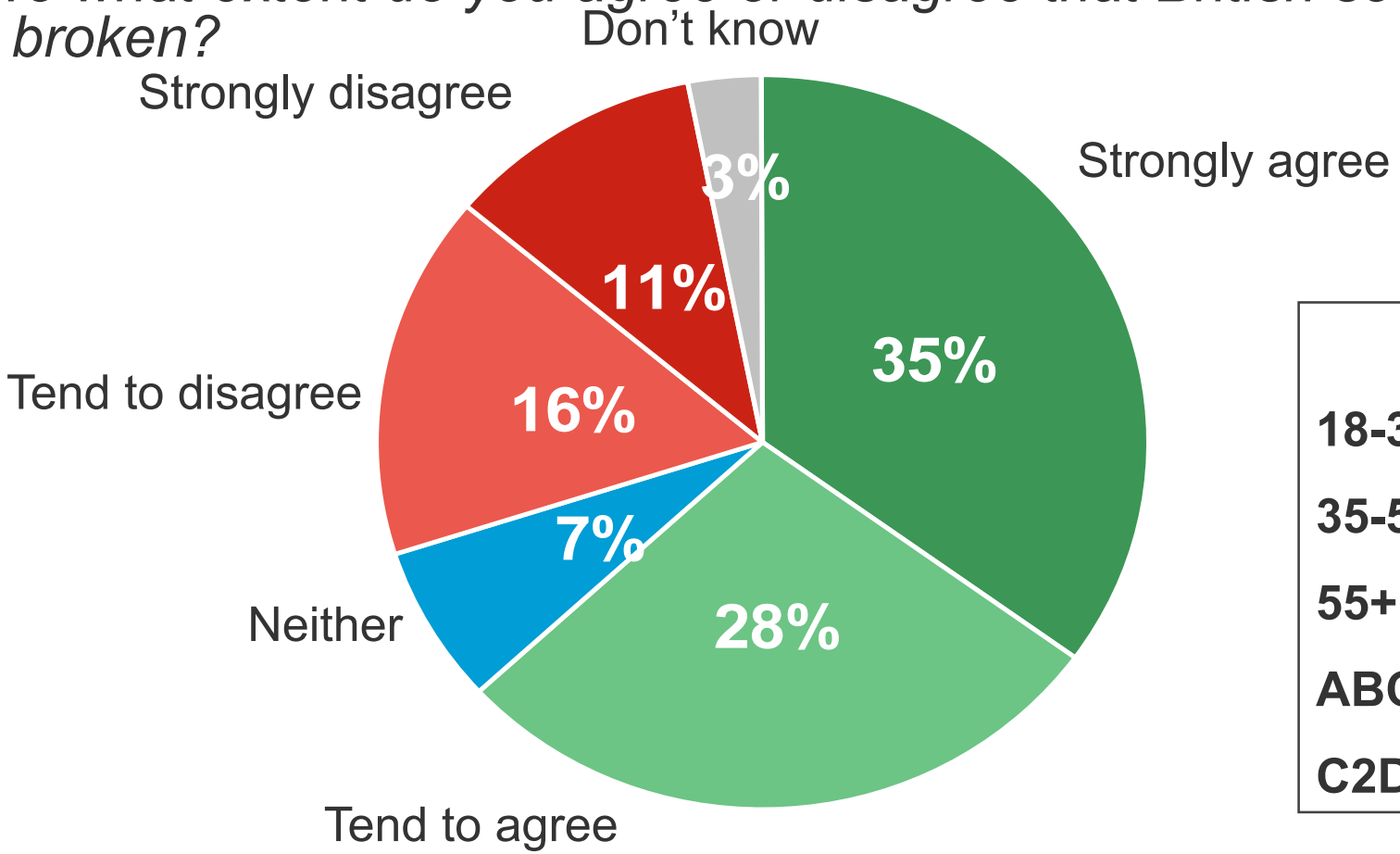


Ipsos MORI

Base: 2,019 British adults, 9 May-5 June 2008

Two thirds agree British society is 'broken'

To what extent do you agree or disagree that British society is broken?



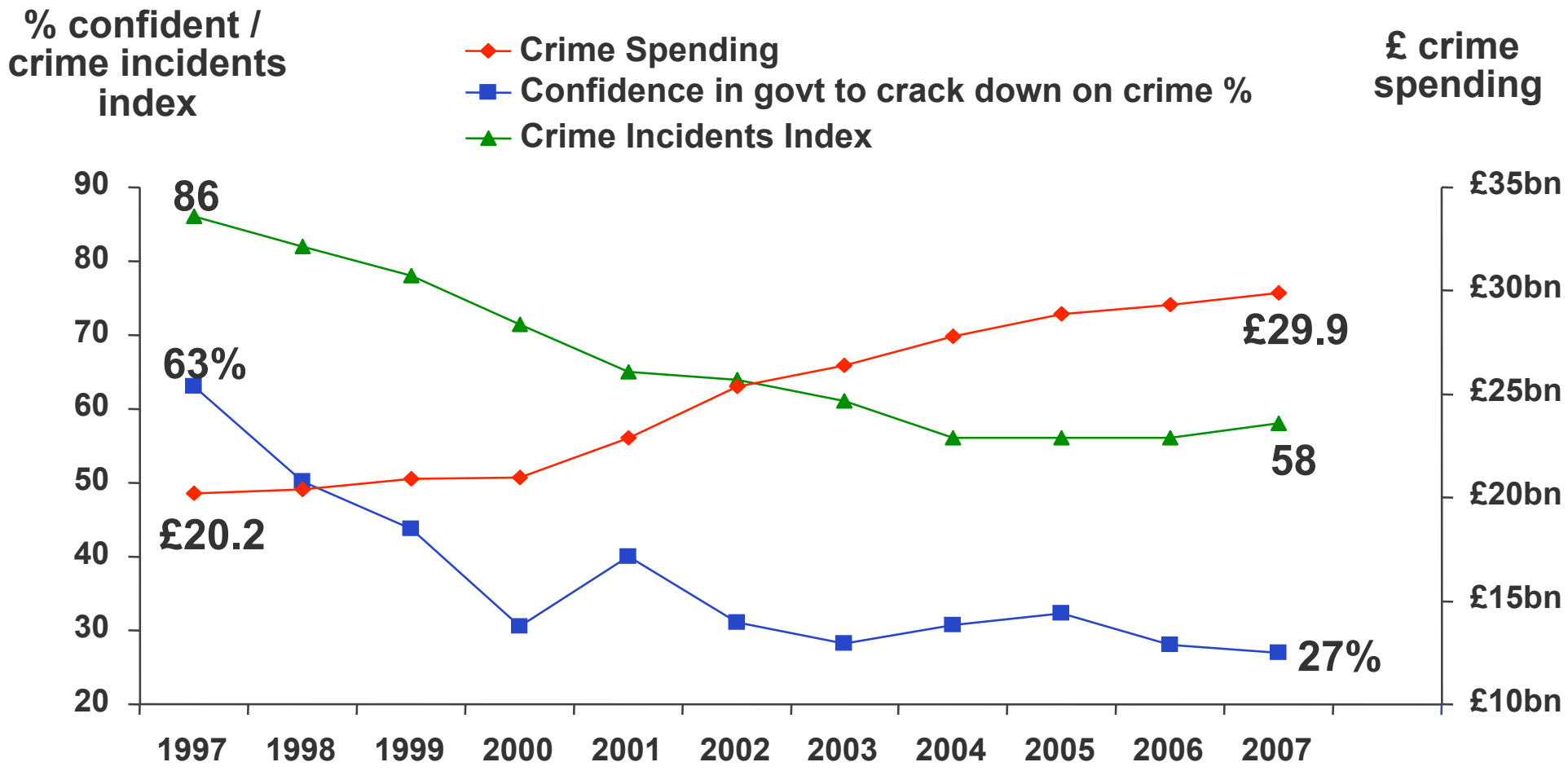
	Agree
18-34	63%
35-54	61%
55+	64%
ABC1	61%
C2DE	65%

Base: 1,017 British adults 18+, 12-14 September 2008

Source: Ipsos MORI Political Monitor

Ipsos MORI

Crime provides an example...

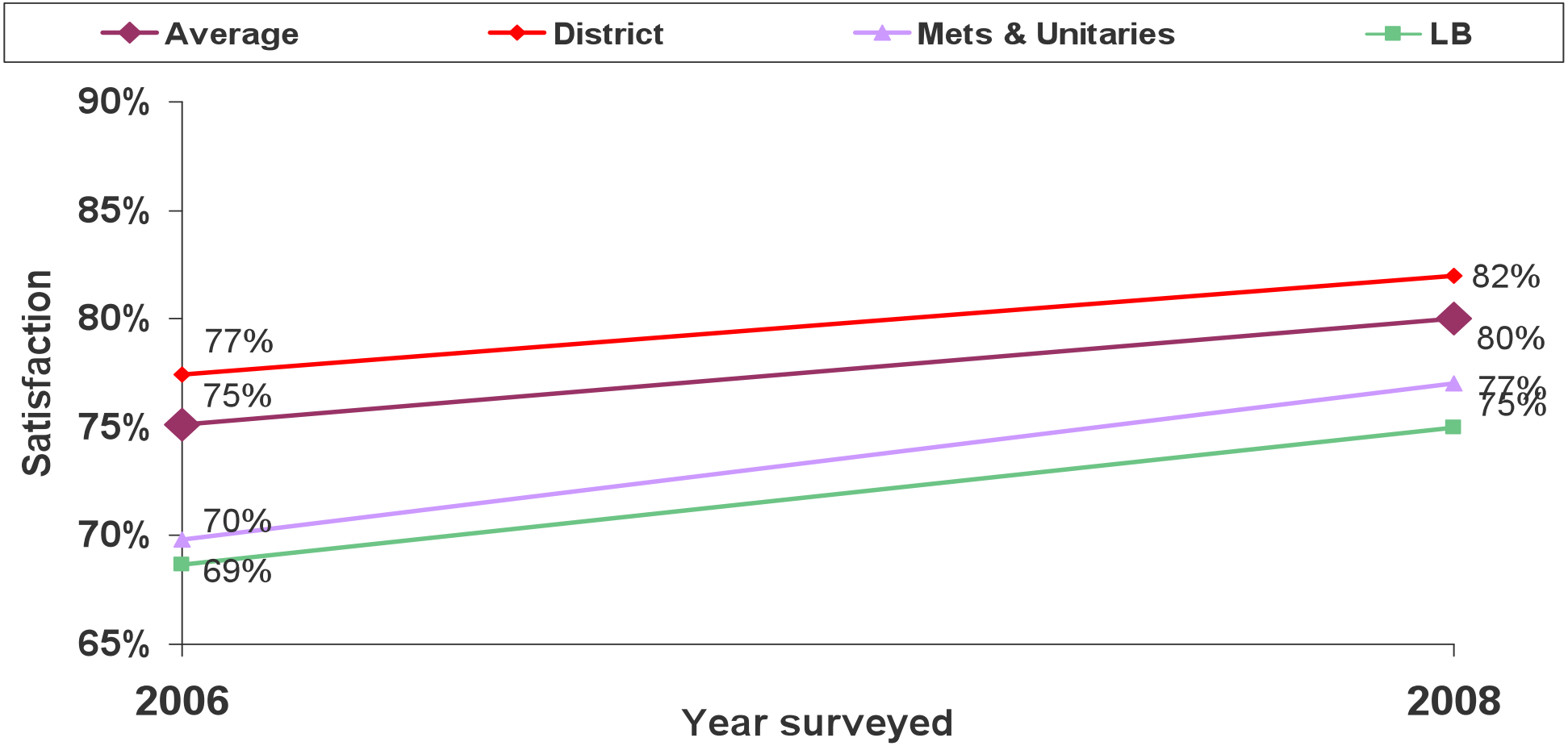


Sources: Ipsos MORI International Social Trends Monitor/Delivery Index (average percentage over year); HM Treasury, HM Treasury (2007) *Public Expenditure Statistical Analyses 2007* Crown Copyright; Nicholas, S., Kershaw, C. and Walker, A. (2007) *Crime in England and Wales 2006/07* Home Office Statistical Bulletin 2nd Edition, Crown Copyright [Index is against number of crimes 1995]

It’s not all bad…

We're happier with where we live

Q Overall, how satisfied or dissatisfied are you with your local area as a place to live?



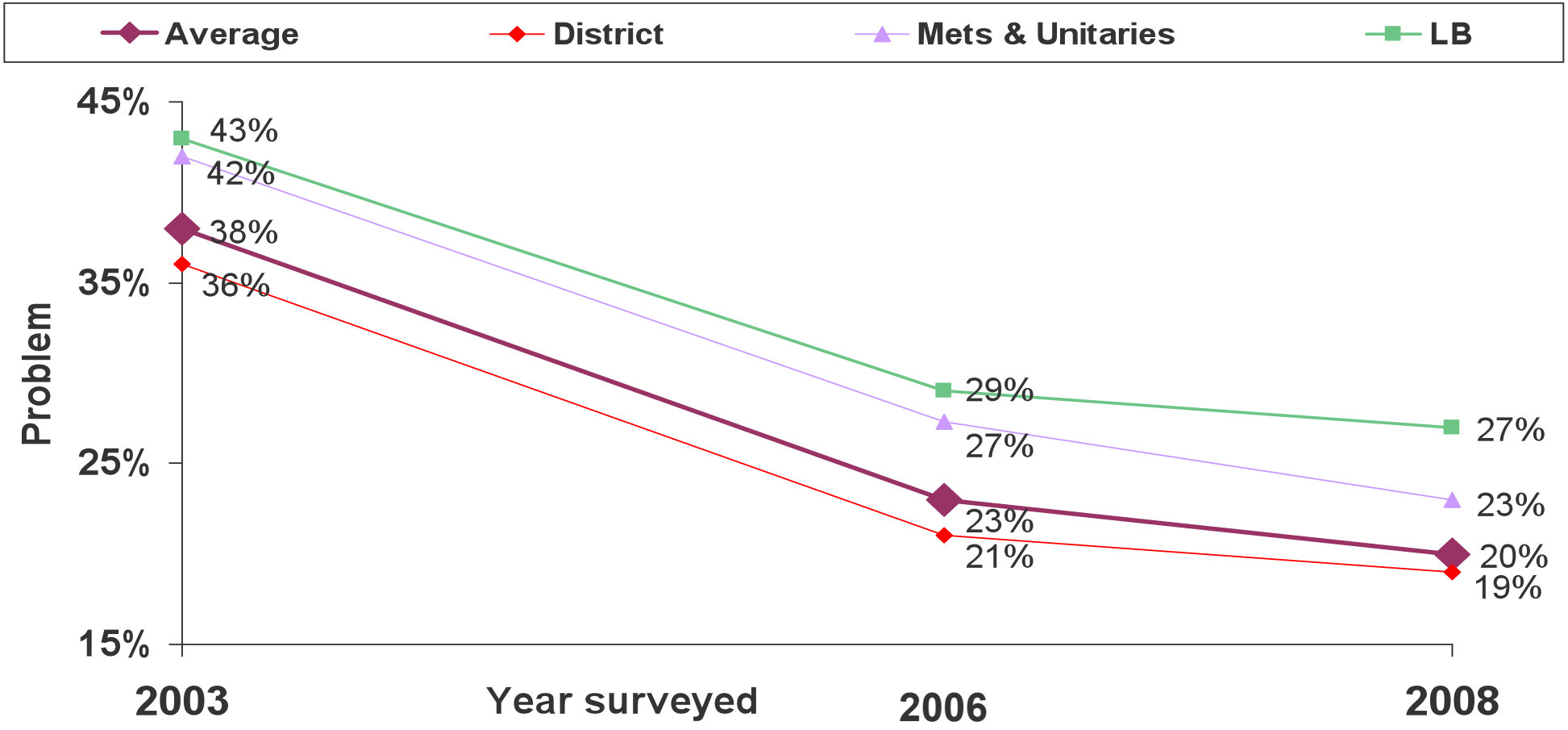
Base Place Survey 2008/09 (352 local authorities), BVPI 2006 (387 local authorities)

Source: Ipsos MORI

Ipsos MORI

...ASB is still going down

Q Thinking about this local area, how much of a problem do you think each of the following are… 7 strand ASB index



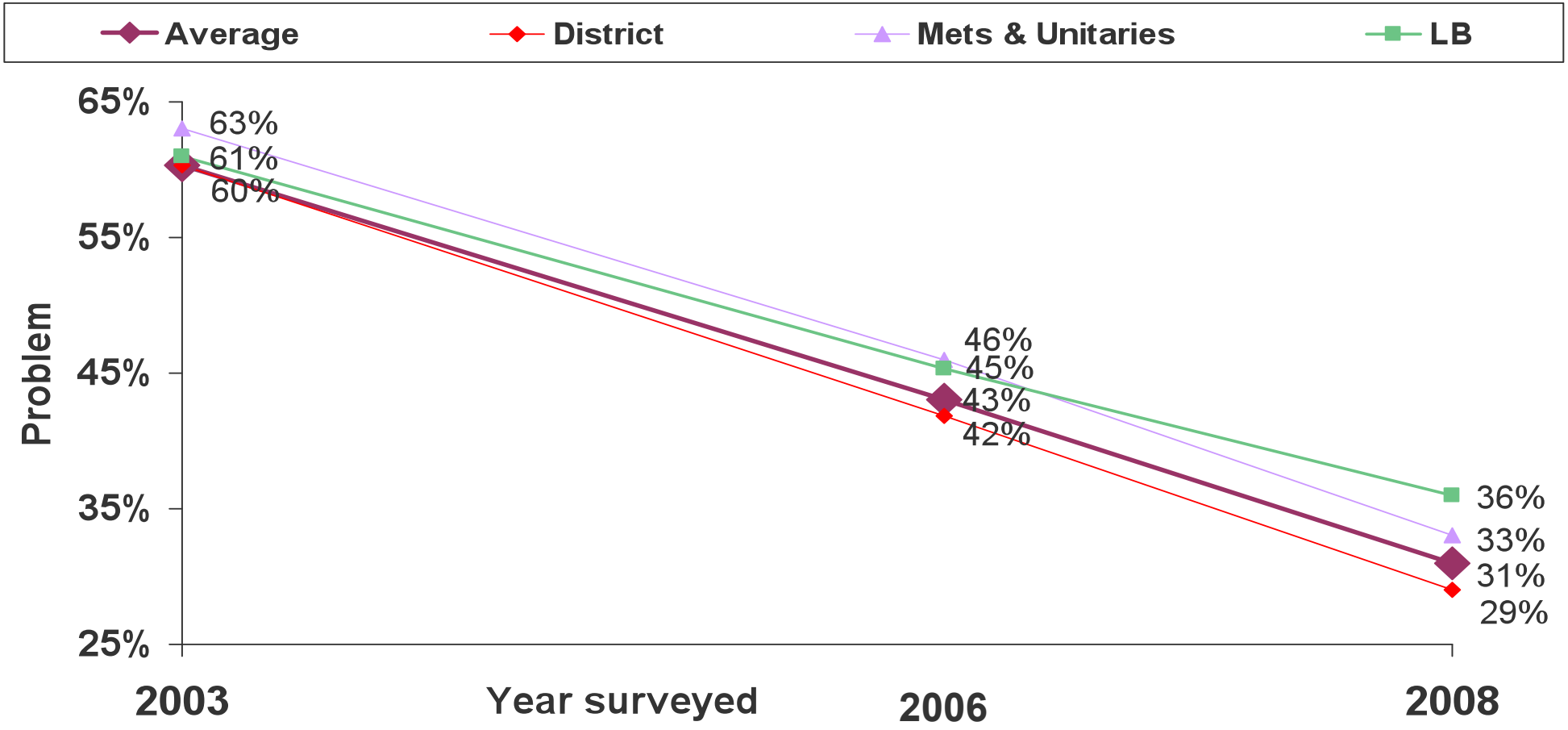
Base: Place Survey 2008/09 (352 local authorities), BVPI 2006 and 2003 (387 local authorities)

Source: Ipsos MORI

Ipsos MORI

Particularly drugs...

Q Thinking about this local area, how much of a problem do you think each of the following are… People using or dealing drugs?



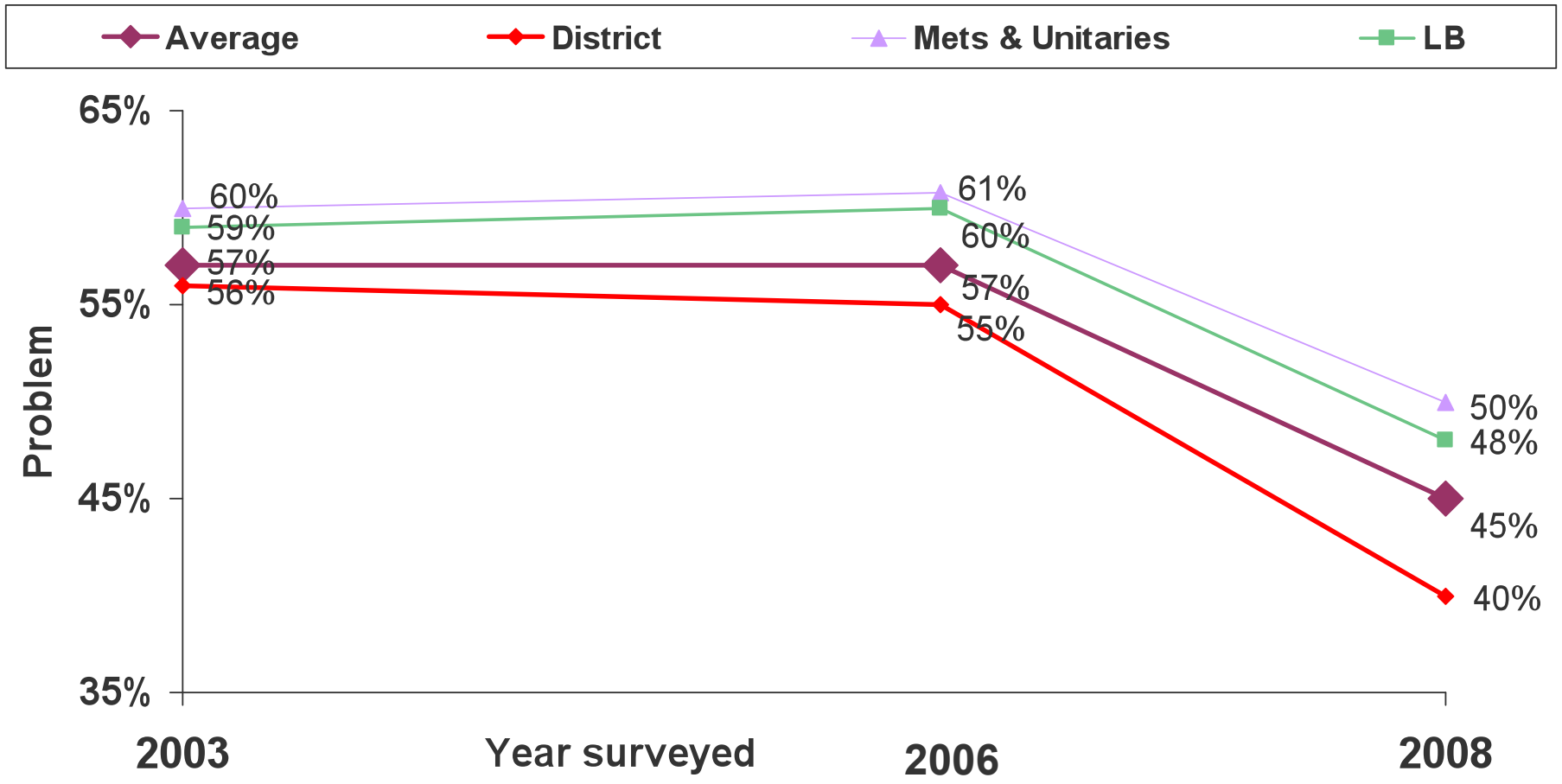
Base: Place Survey 2008/09 (352 local authorities), BVPI 2006 and 2003 (387 local authorities)

Source: Ipsos MORI

Ipsos MORI

...and the terror of teenagers declining

Q Thinking about this local area, how much of a problem do you think each of the following are… Teenagers hanging around the streets?



Base: Place Survey 2008/09 (352 local authorities), BVPI 2006 and 2003 (387 local authorities)

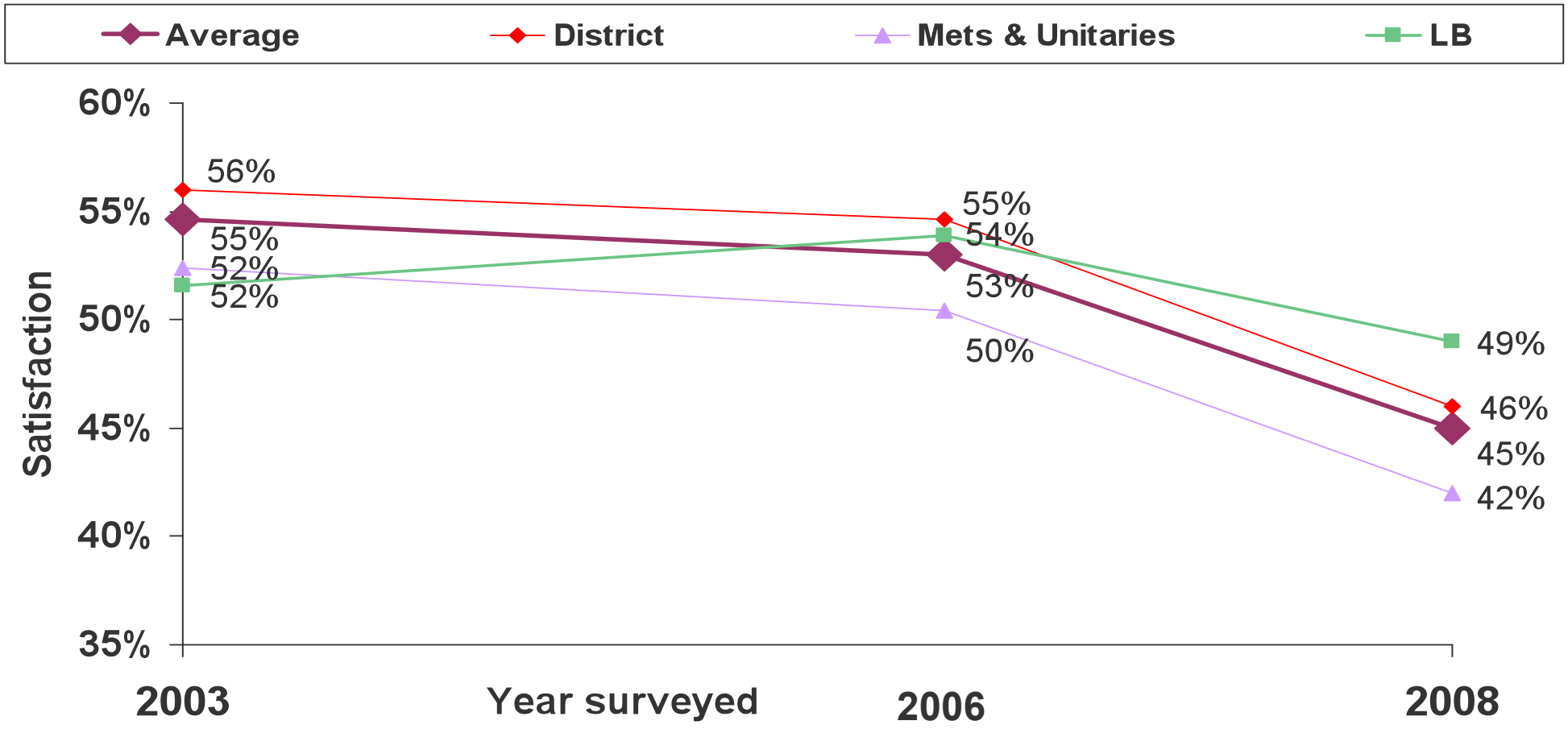
Source: Ipsos MORI

Ipsos MORI

BUT local authorities getting none of the credit… dentists are now more popular

Satisfaction with Council is down

Q How satisfied or dissatisfied are you with the way your local council runs things?



Base: Place Survey 2008/09 (352 local authorities), BVPI 2006 and 2003 (387 local authorities) BVPI 2003

Source: Ipsos MORI

Ipsos MORI

So what do people want?

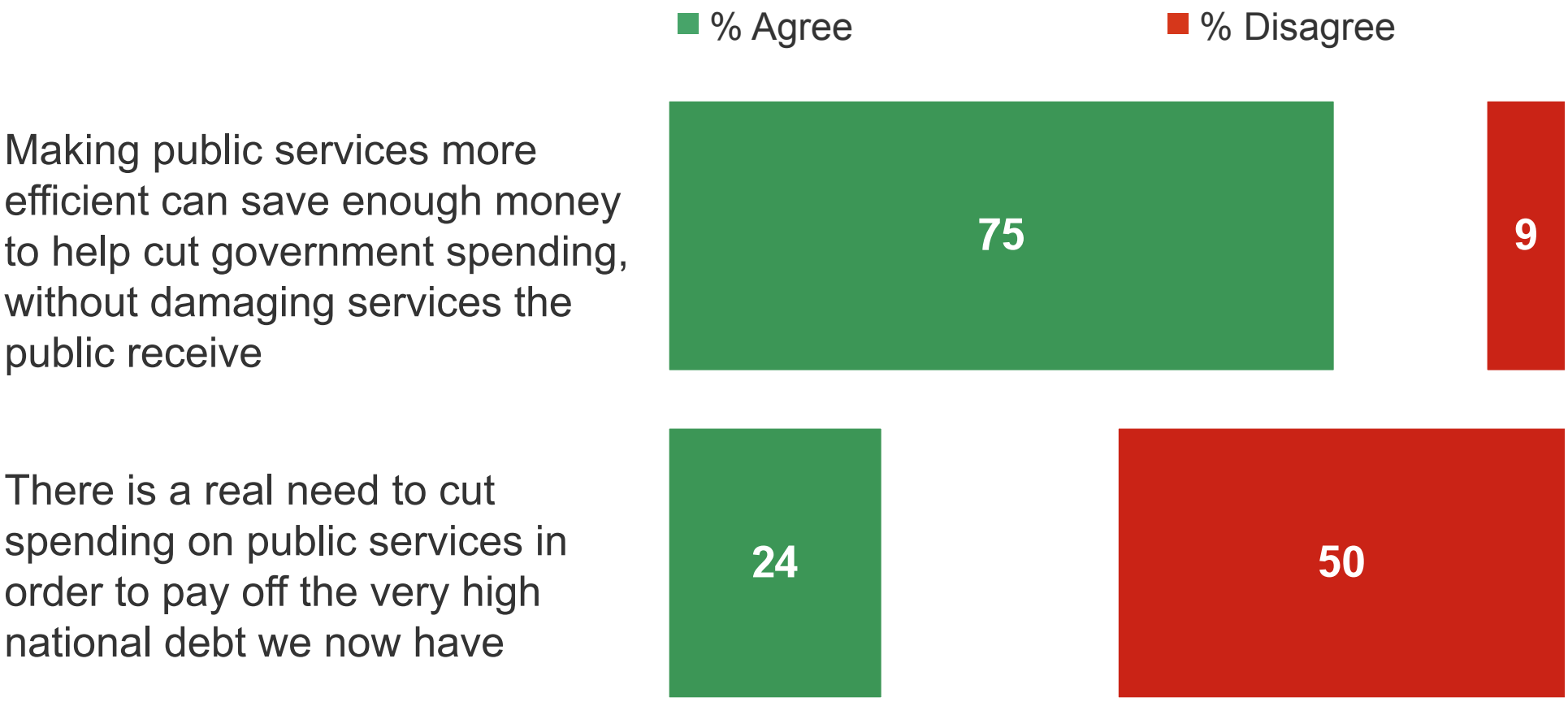
“Swedish services with US taxes...”

"We now expect more of government than we do of God"

52% of the public agree....

We believe we can still have our cake and eat it...

To what extent do you agree or disagree with each of the following statements about public services in Britain?

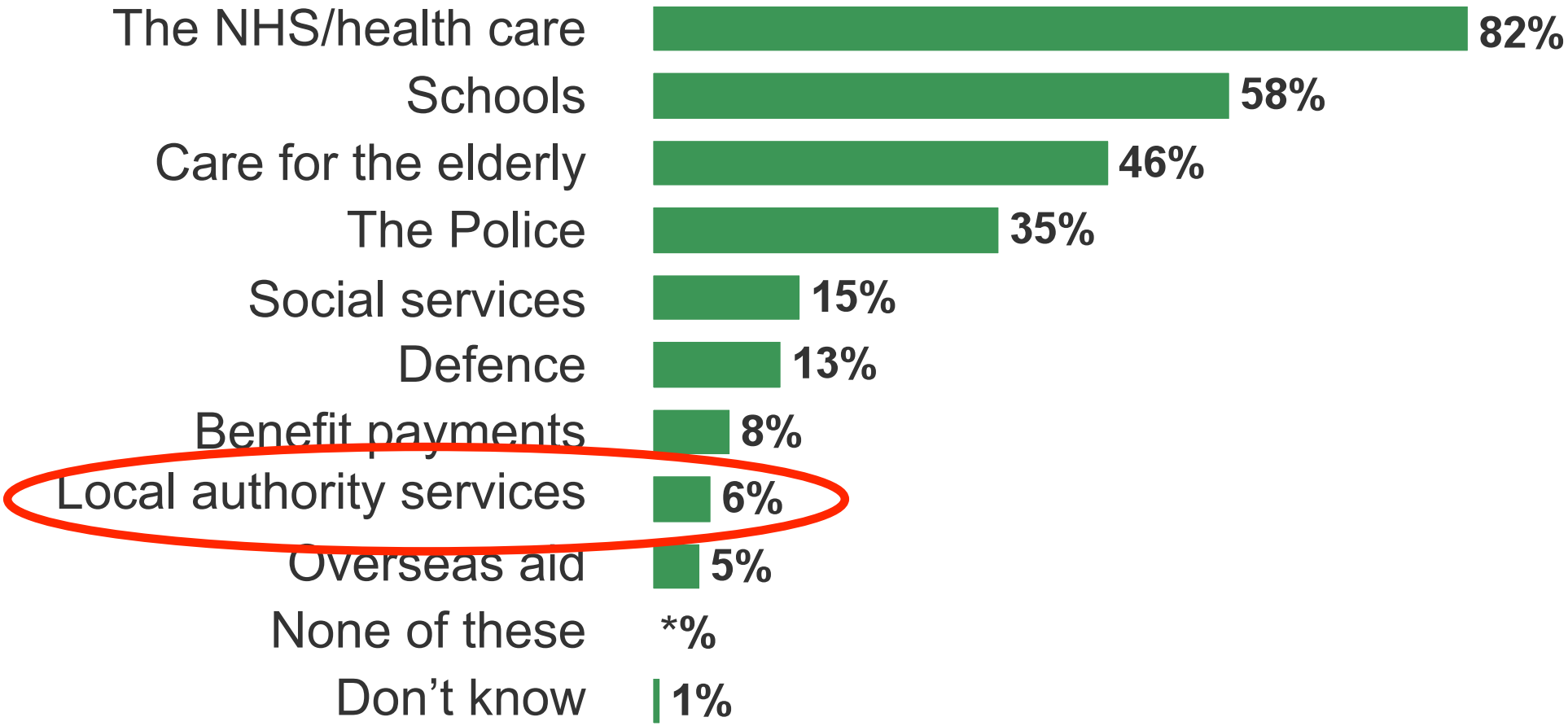


Ipsos MORI

Base: 1,041 online British adults aged 16-64, 4-7 Sept 2009

Although if we have to choose, we'd protect NHS and schools

Which TWO or THREE, if any, of the following main areas of public spending do you think **should be protected from any cuts**?



Base: All who think some services should be protected (773), 19-21 June 2009

Source: Ipsos MORI Public Spending Index

Ipsos MORI

Huge challenges to get more for less...

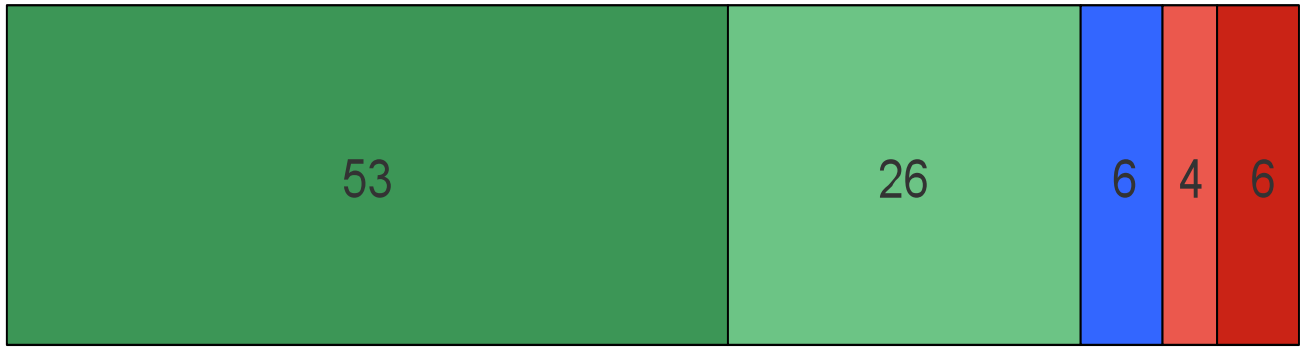
Will choice, personalisation, empowerment and local control help?

We know people are keen to be treated as *customers* by the State

Q. How strongly do you agree or disagree that….?

% Strongly agree | % Tend to agree | % Neither agree nor disagree | %Tend to disagree | % Strongly disagree

Britain's public services need to start treating users and the public as customers <u>in the same way as the private sector does</u>



But also a strong underlying need for "care" – a more "nurturing" role than private services

Support for information sharing – *with controls*

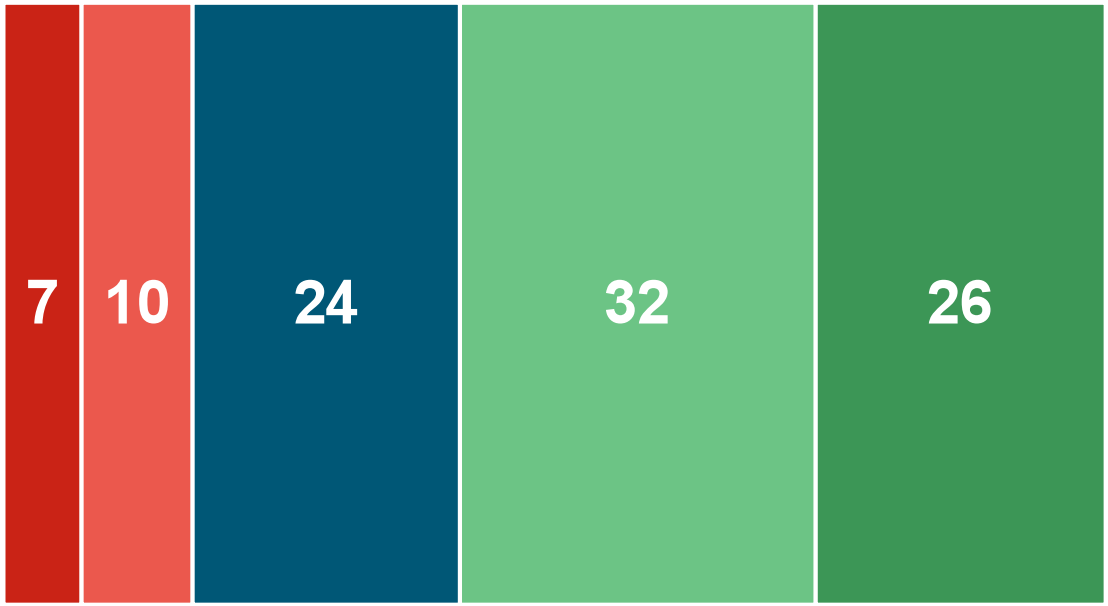
% Strongly disagree | % Tend to disagree | % Tend to agree | % Strongly agree

Q There should be more sharing between public services of information held about individuals so that people can get a quicker, more personalised and more efficient service

Before discussion

In favour of more public control...

Please read each pair of statements and decide which comes closest to your own opinion



A. The experts who provide and manage public services know best – they should find out what we think and get on with it

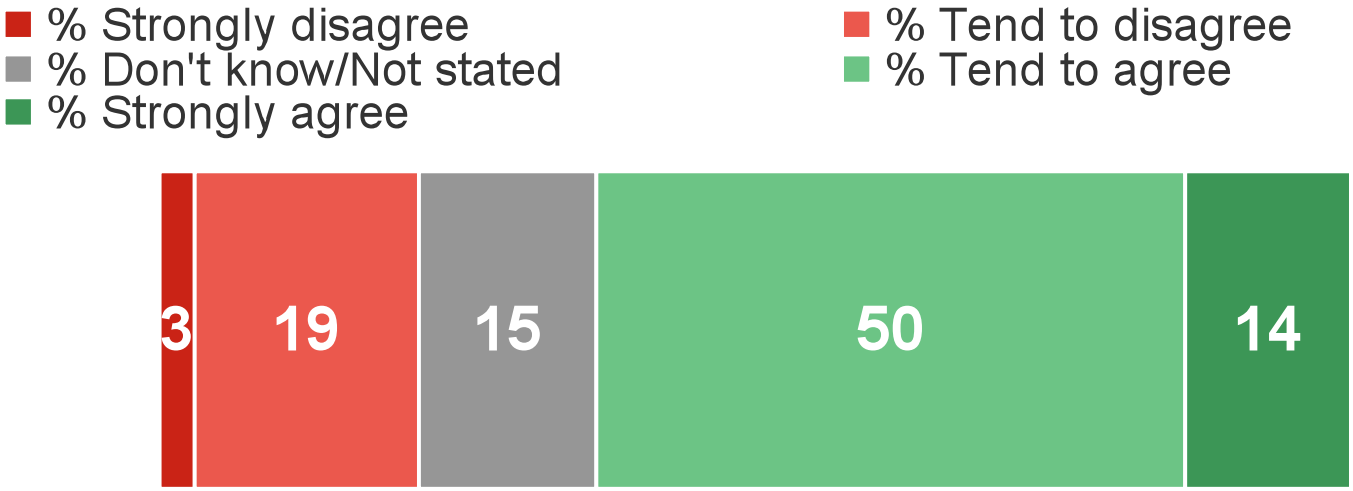
B. The general public should be much more actively involved in shaping public services, through for example people deciding on priorities

Base: 2,019 British adults, fieldwork dates 9th May – 17th June

Ipsos MORI

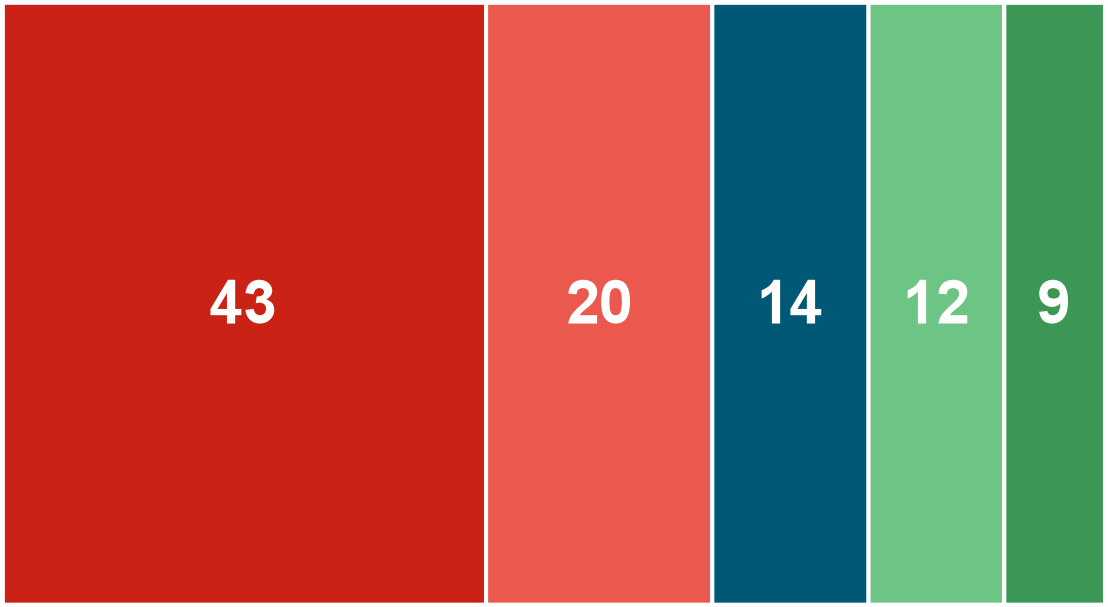
...and local control...

If neighbourhoods take more responsibility for addressing crime and anti-social behaviour (such as through reporting crime or monitoring community CCTV), they should be given more control over police resources



...but want services to be the same everywhere

Please read each pair of statements and decide which comes closest to your own opinion



Base: 2,019 British adults, fieldwork dates 9th May – 17th June

Ipsos MORI

The "postcode lottery" is a national fixation

88 items

96 items

GuardianUnlimited

136 items

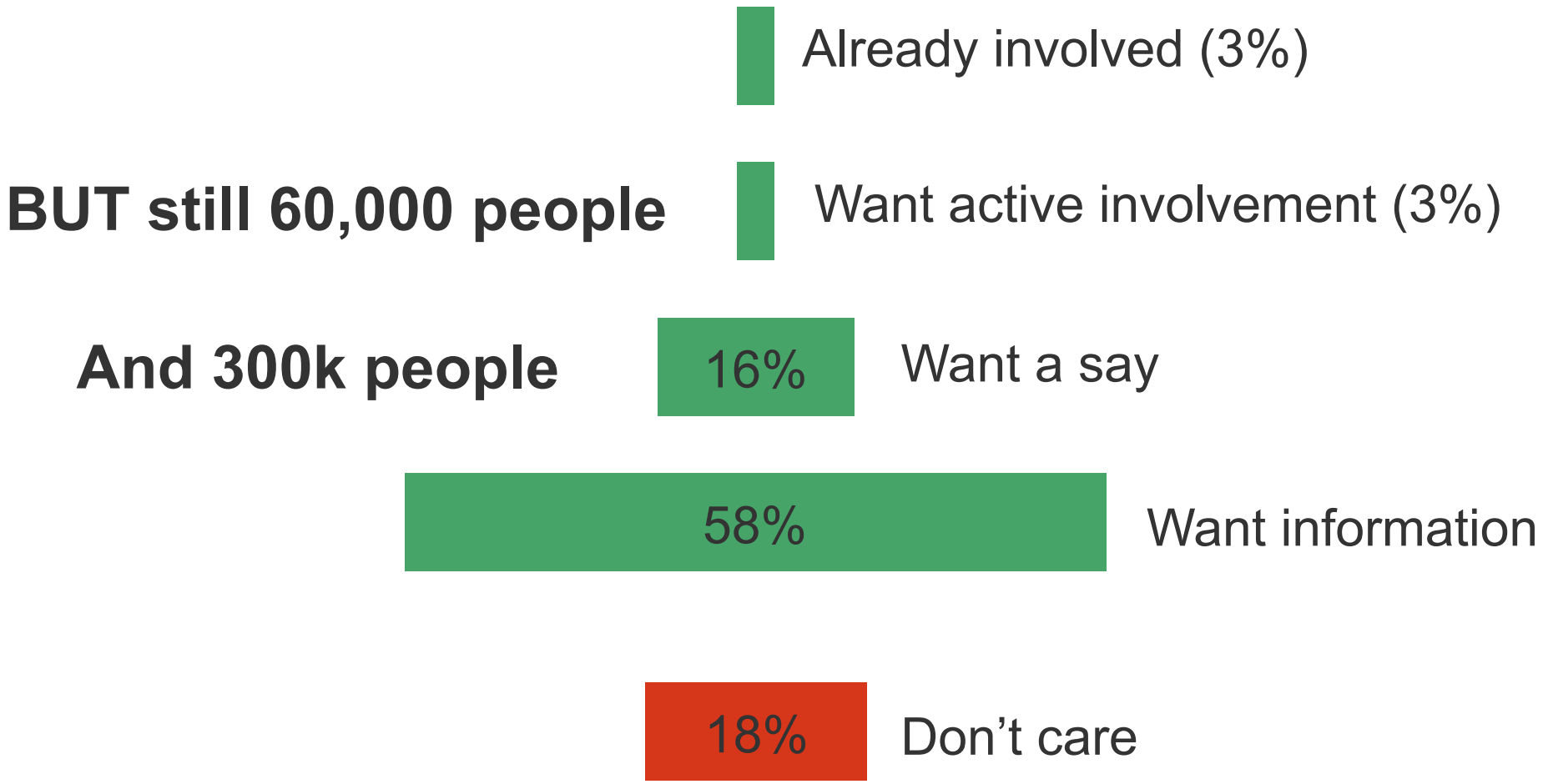
"about 660"

Driven by real concerns about fairness

NOT a reason to stop local control

There is no ladder of involvement...

Q Levels of involvement/interest in involvement in local issues



Ipsos MORI

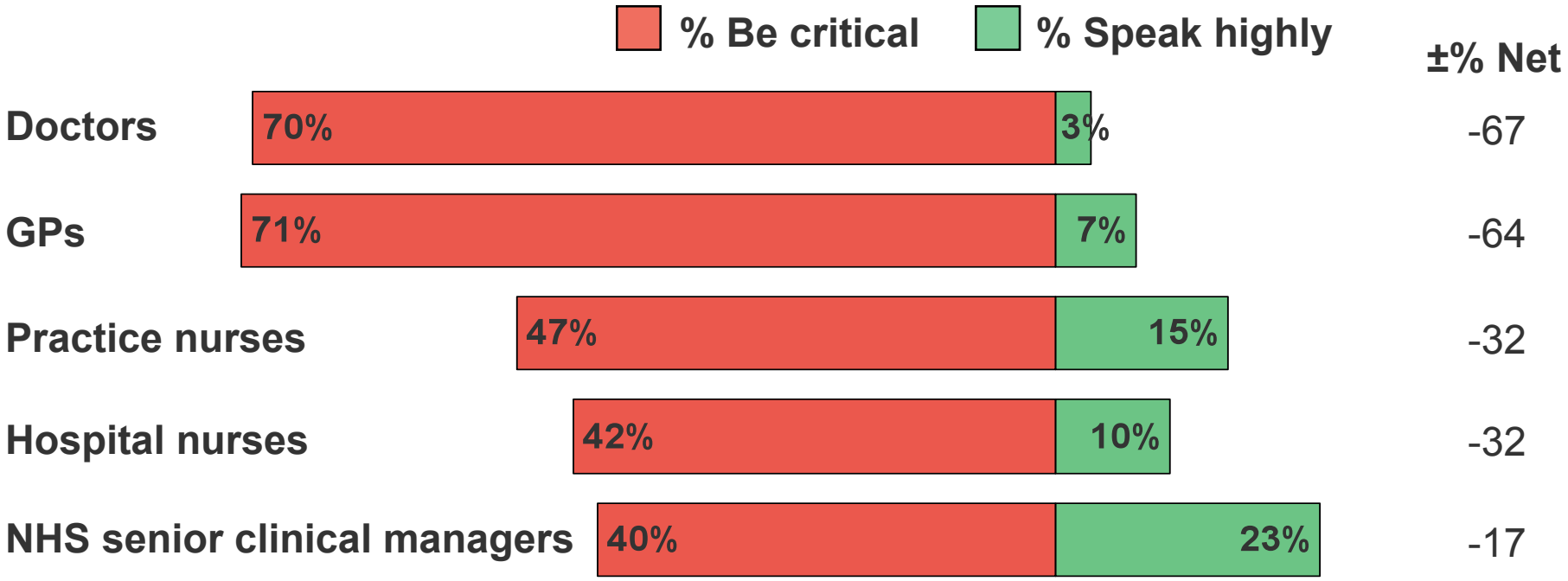
Base: 1,896 GB adults, 18+. Sept 2008. Source: Ipsos MORI

Communications still vitally important - no councils that communicate well are poorly rated overall

Staff are vital to all of this

And they're not advocates for public services…

Which of these phrases best describes the way you would speak about the NHS as a whole?

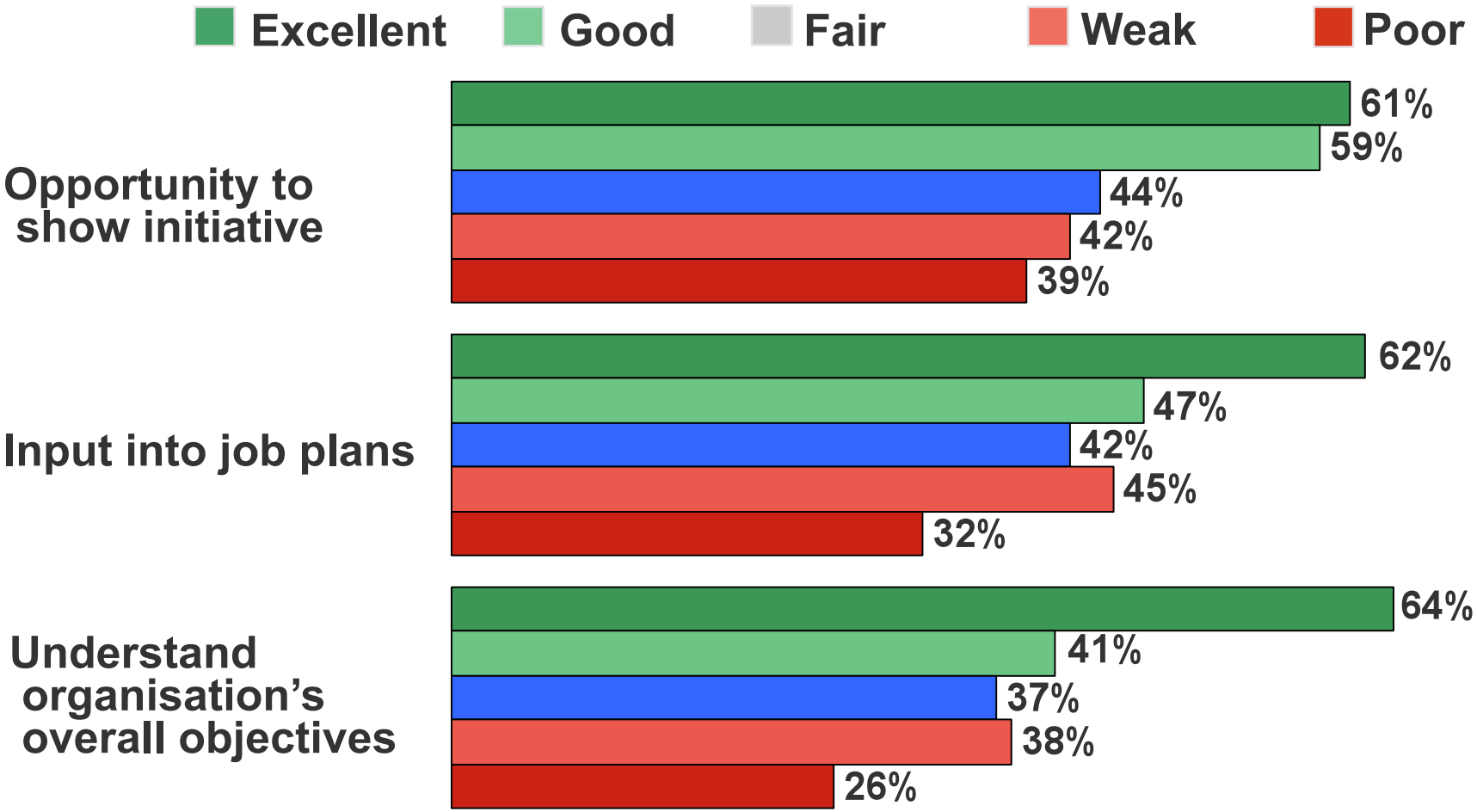


Same for councils and police…

Getting less positive 2000-2007?

What do the best get right?

% very satisfied with job factors/strongly agree



Base: 1500 staff interviewed by phone - July/August 2003

Ipsos MORI

This is exactly the right focus - but…

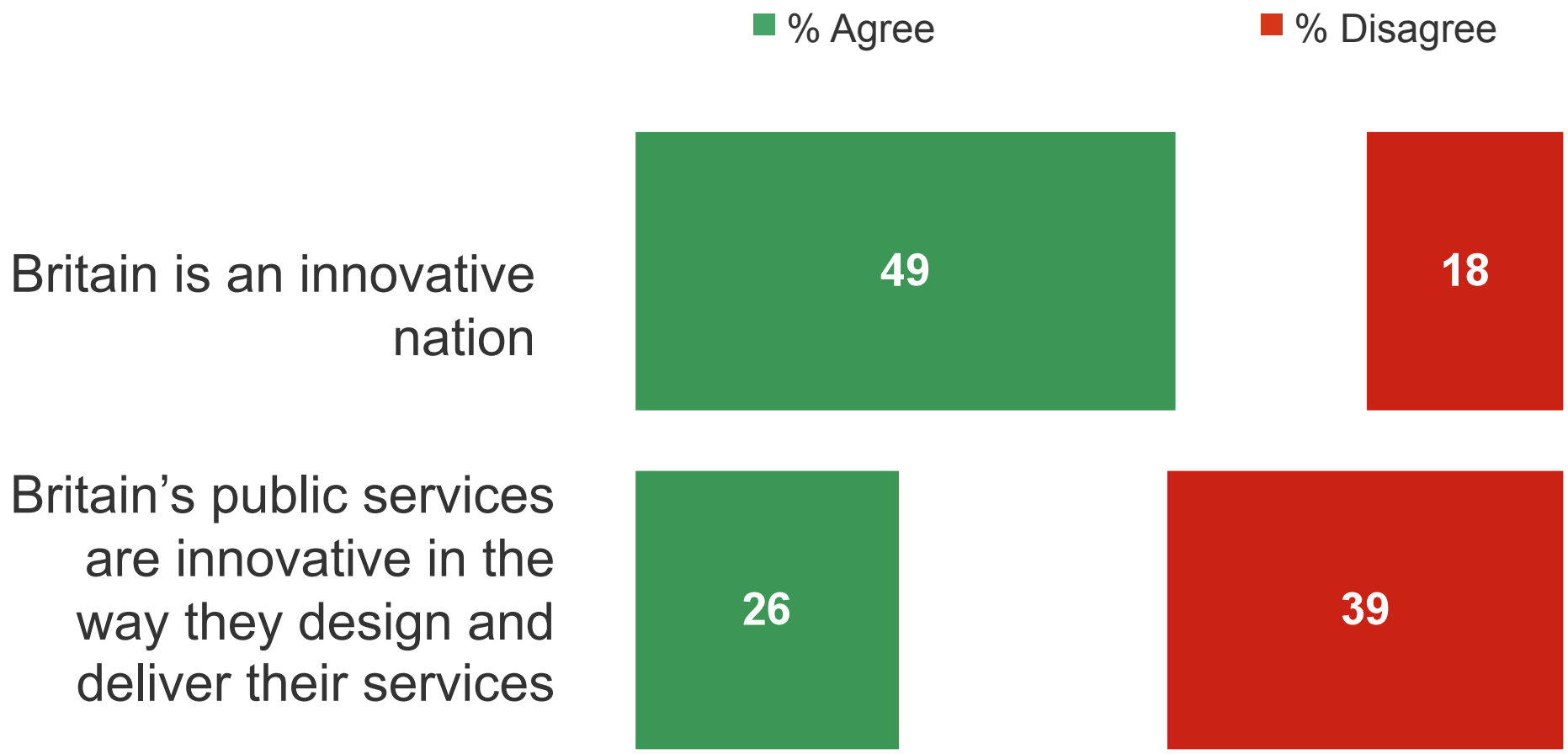
More flexibility is required for public service organisations and their staff to achieve the diversity of service provision needed to respond to the wide range of customer aspirations…

Front-line staff and managers [should] have the authority to experiment and to take on the risks that go with such innovation

Office of Public Services Reform, 2002

Can we shift perceptions of innovation?

For each, please could you tell me the extent to which you agree or disagree?



Ipsos MORI

Base: Respondents aged 15+ (1,008), interviewed June 2009

Source: BIS/DIUS Perceptions Tracker, Wave 3

Conclusions

Immense challenges…

- Reality is there have been huge improvements in public services – but “banked” by citizens and expectations still increasing
- Pressure to get £110-worth of services for £90 only going to grow…
- …a long way to go before public accepts they will have to change their expectations for public services
- Many of local government’s services are not judged to be No 1 or No 2 public priorities…
- …“Ryan air style services”…
- …but more can be done to encourage local and front-line innovation too

Thanks for listening

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www.ipsos-mori.com

Ipsos MORI

This is exactly the right focus…

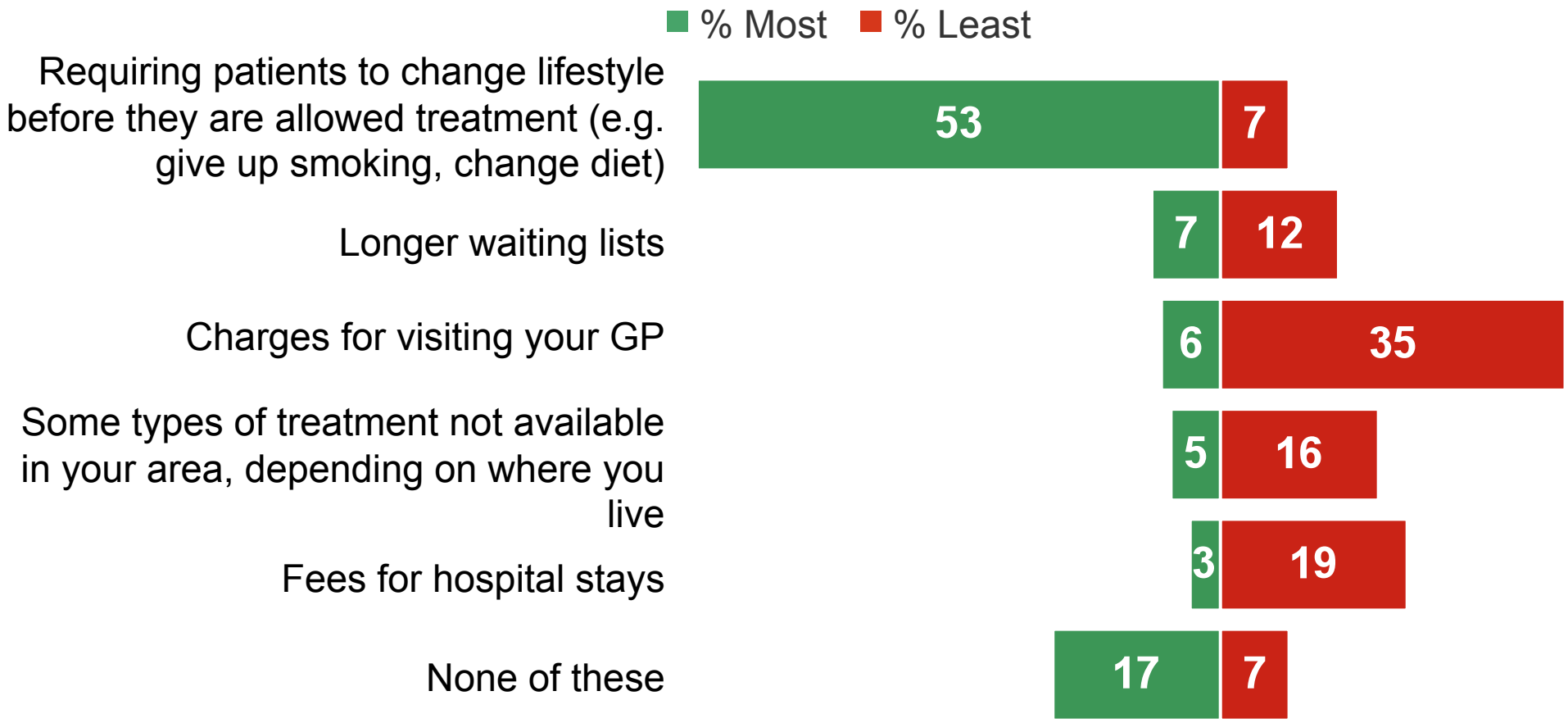
We will grasp the opportunity to put teachers, doctors, nurses and the police back at the heart of our public service mission, by providing them with new opportunities to run services in return for the greater accountability and responsiveness that we seek…

Moving from good to great public services can only be achieved by Whitehall letting go and empowering staff to shape local provision to meet local needs and priorities

Working Together: Public Services on your side, 2009

Lifestyle changes before charges in the NHS

If the NHS was to face lower levels of spending, which of these, if any, would you be most/least willing to accept?

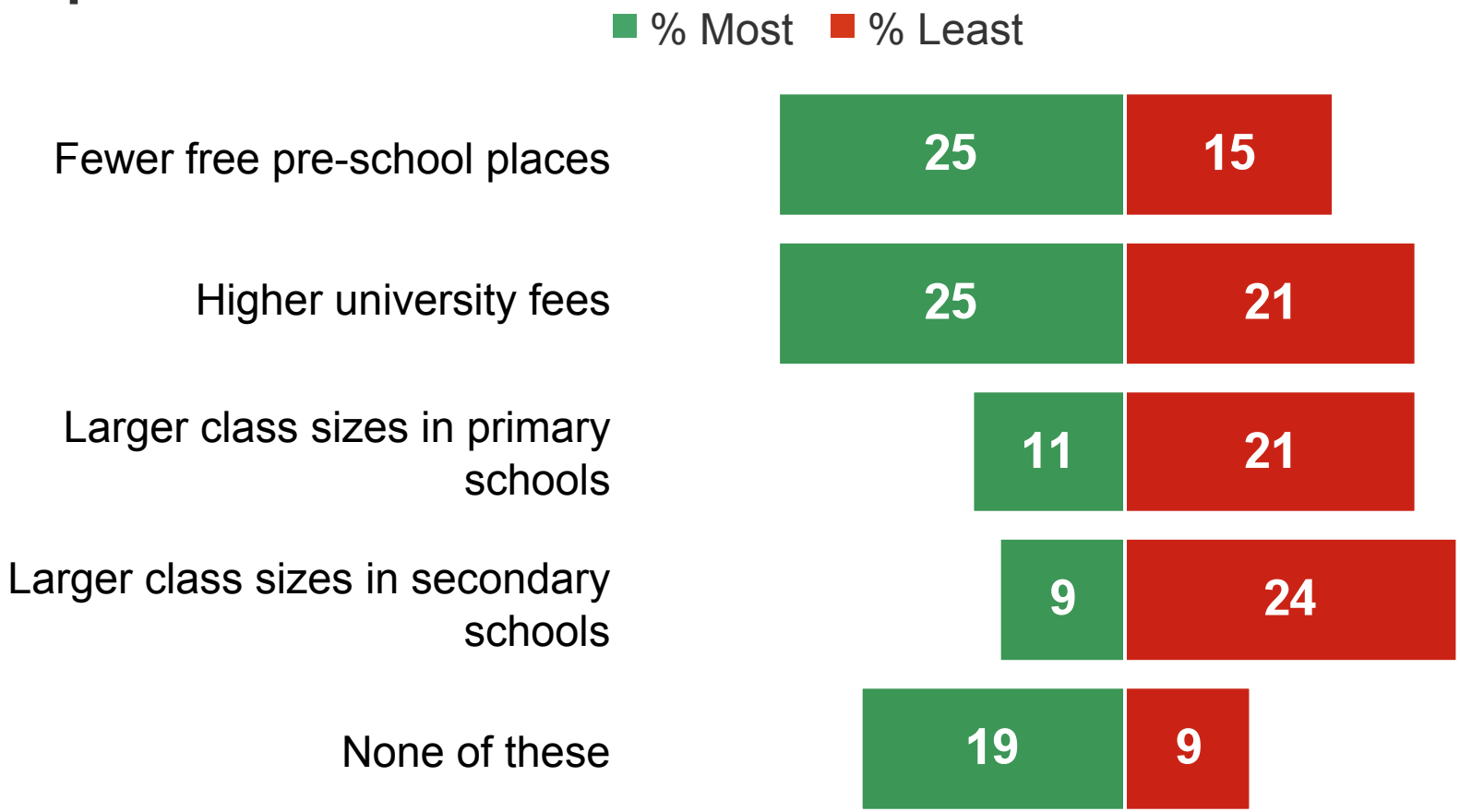


Ipsos MORI

Base: 1,041 online British adults aged 16-64, 4-7 Sept 2009

Don't like larger class sizes

If education services were to face lower levels of spending, which of these, if any, would you be most/least willing to accept?

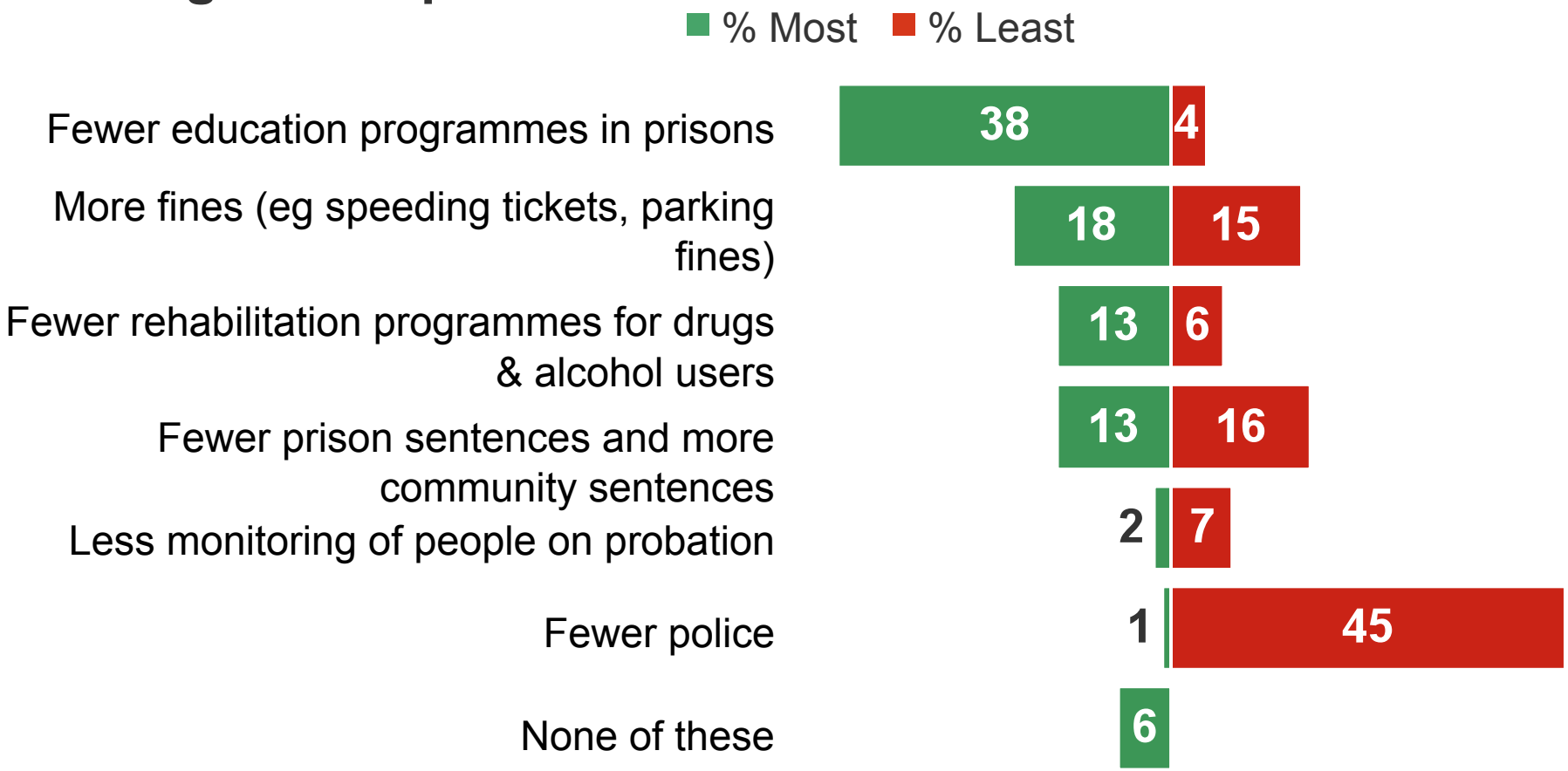


Ipsos MORI

Base: 1,041 online British adults aged 16-64, 4-7 Sept 2009

More police, less prison education....

If the Criminal Justice System was to face lower levels of spending, which of these, if any, would you be most/least willing to accept?

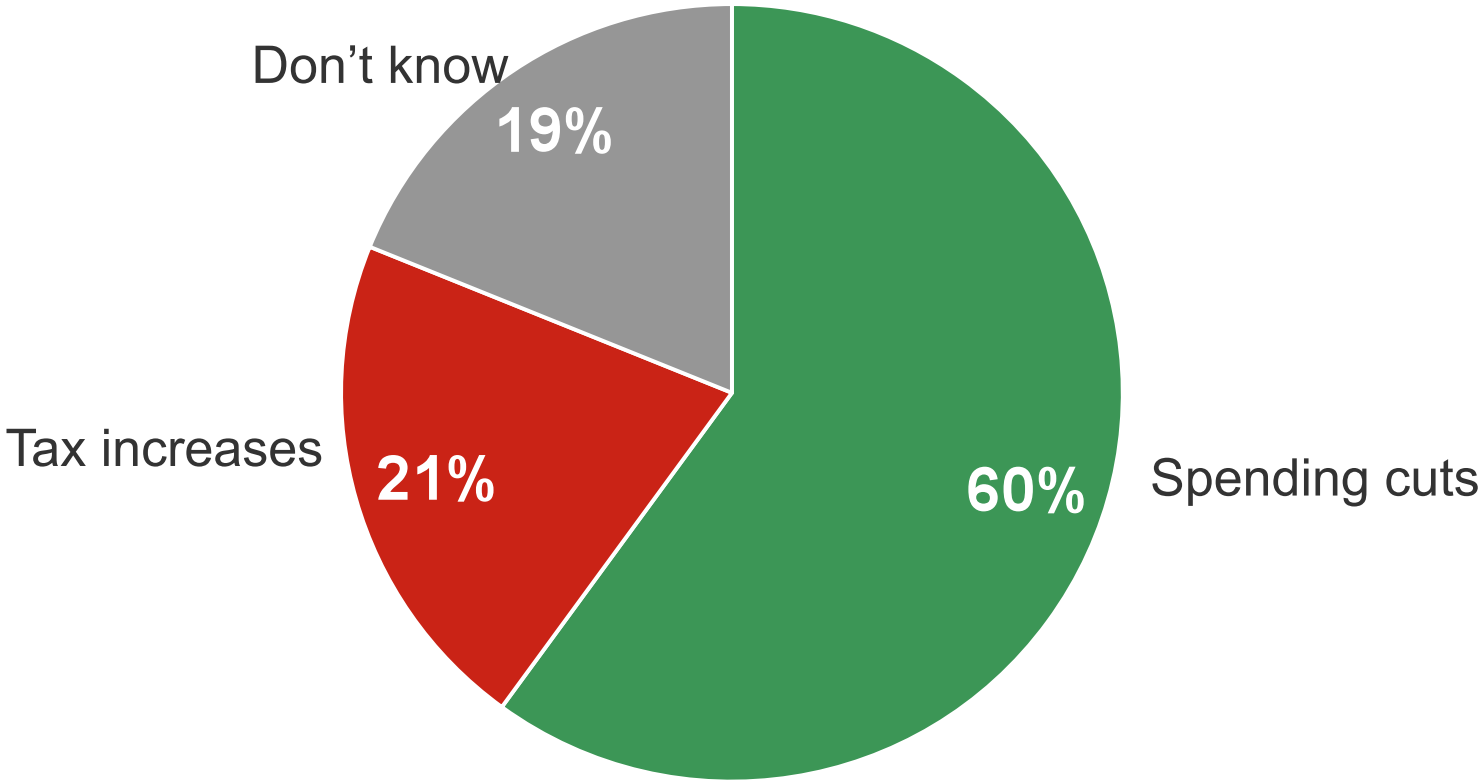


Ipsos MORI

Base: 1,041 online British adults aged 16-64, 4-7 Sept 2009

A digression – why does YouGov say people want spending cuts rather than tax rises?

Should cutting the budget deficit be mainly through raising taxes or cutting public spending?

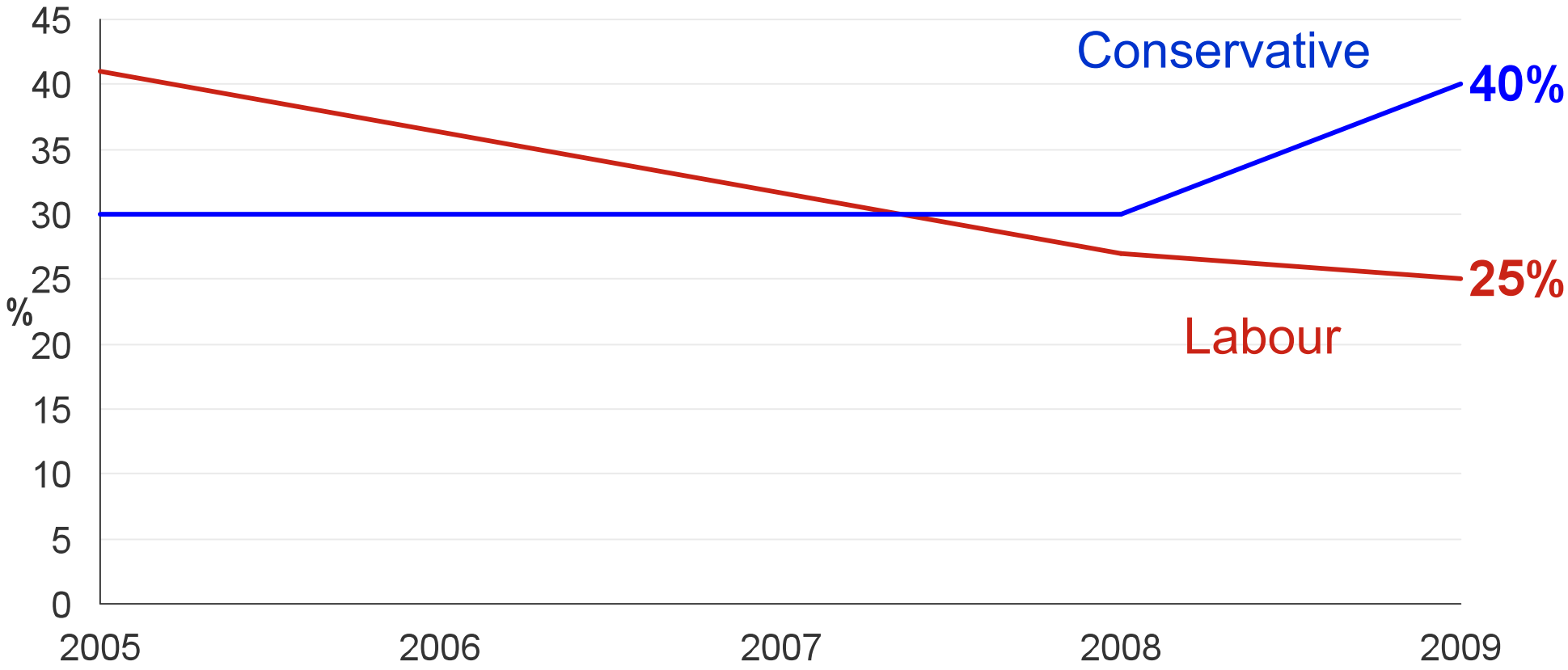


Base: 2,009 British adults aged 18+, 10-11 September 2009 (online)

Source: Sunday Times/YouGov

The Conservatives now have a clear lead in getting value for public money

Do you think a Labour or Conservative Government would be most effective in getting good value for the public money it spends?



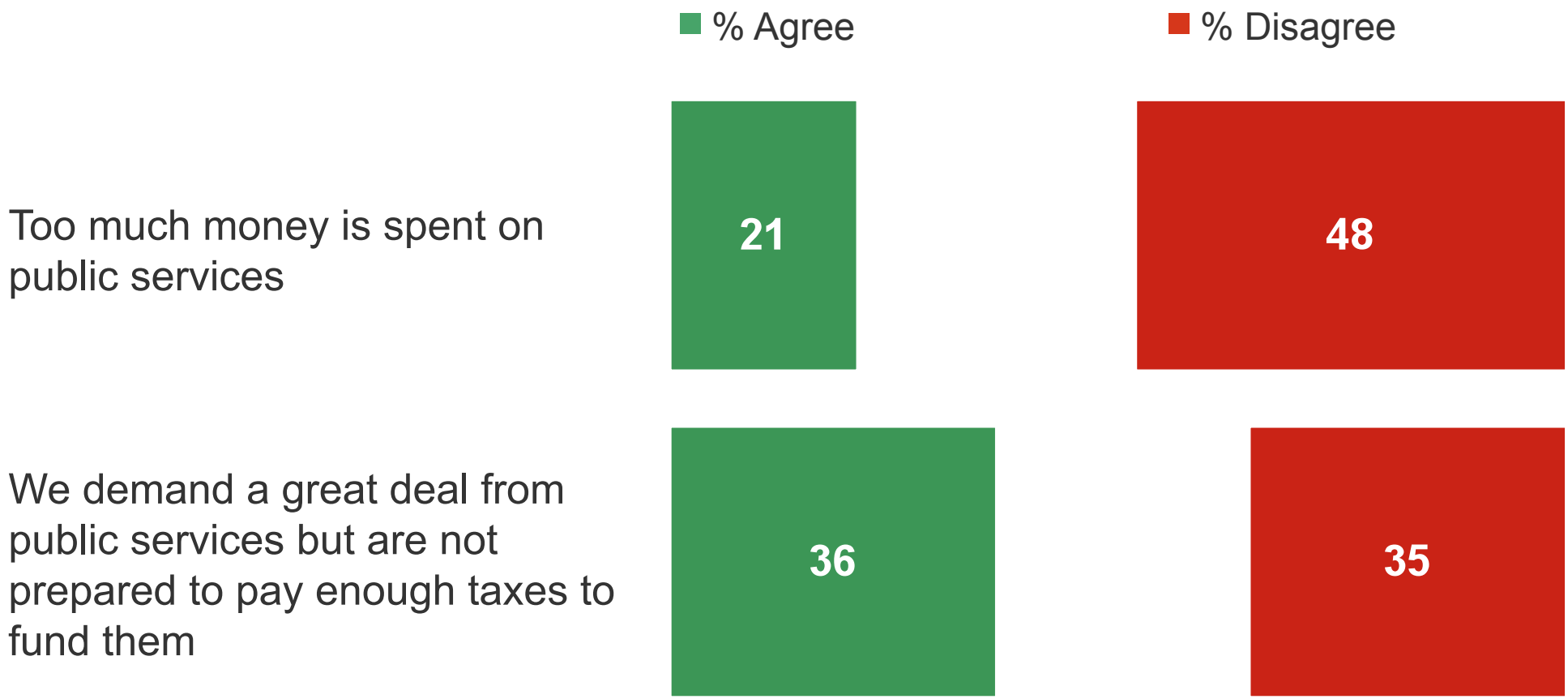
Source: Ipsos MORI

Base: 1,004 British adults, 19-21 June 2009

Ipsos MORI

Despite years of spending increases……

To what extent do you agree or disagree with each of the following statements about public services in Britain?

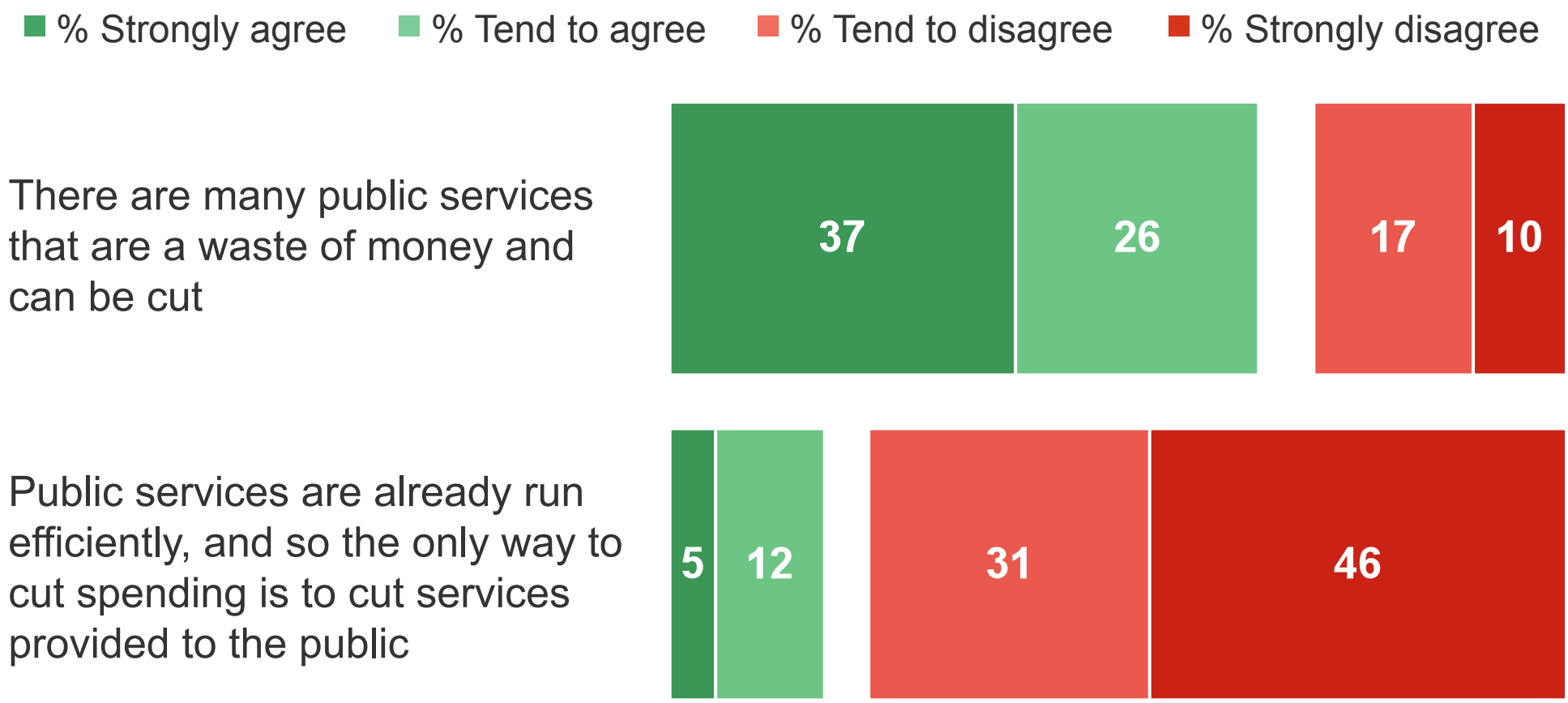


Ipsos MORI

Base: 1,041 online British adults aged 16-64, 4-7 Sept 2009

Most think public services AREN'T run efficiently

Please tell me how strongly you agree or disagree with each of these arguments about public services and public spending



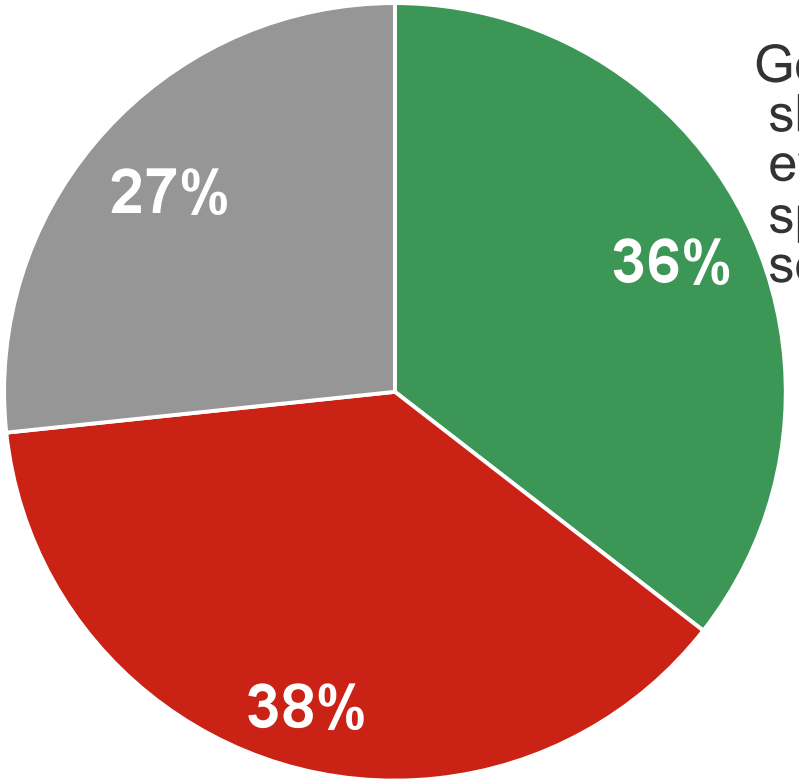
Base: 1,004 British adults, 19-21 June 2009

Source: Ipsos MORI Public Spending Index

Ipsos MORI

Public split on hard choices: cut services or raise taxes?

Government borrowing is now at record levels, and will need to be reduced in future. Which of these statements comes closest to your own view?

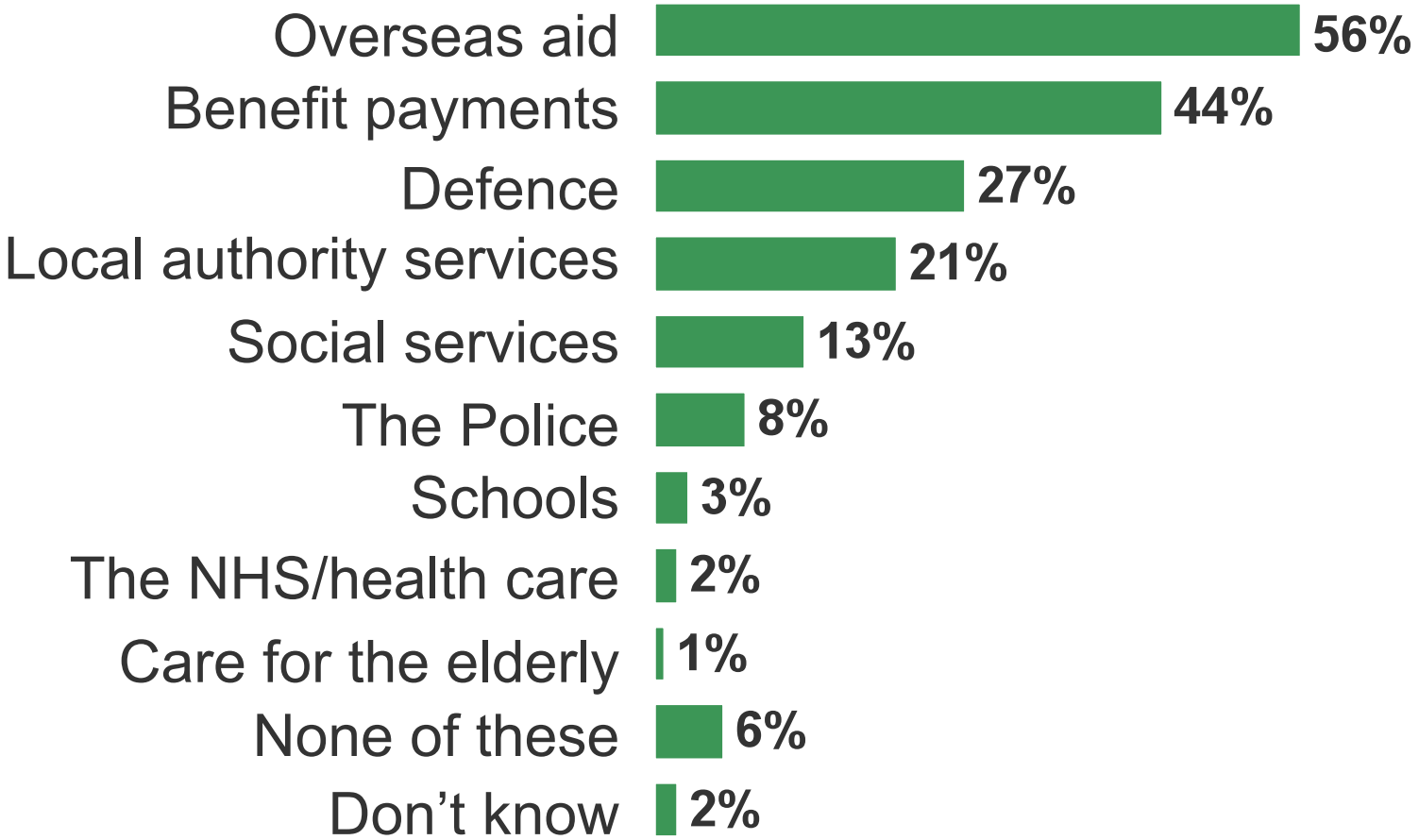


Ipsos MORI

Base: 1,041 online British adults aged 16-64, 4-7 Sept 2009

Overseas aid and benefits (even in a recession) are the prime candidates for cuts...

And which TWO or THREE, if any, of the following main areas of public spending do you think **should be cut** to restore public finances?



Base: All who think some services should be protected (773), 19-21 June 2009

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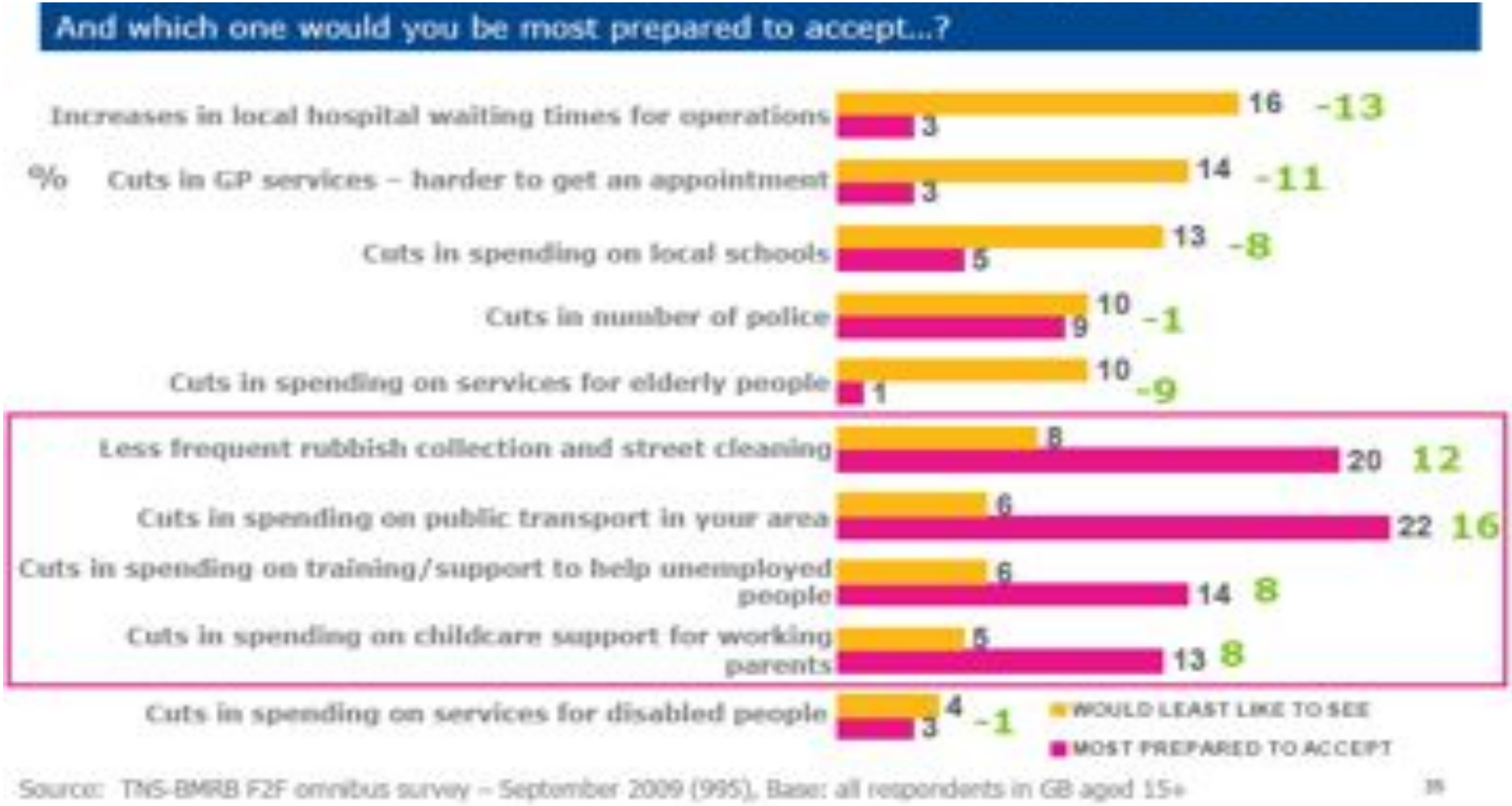
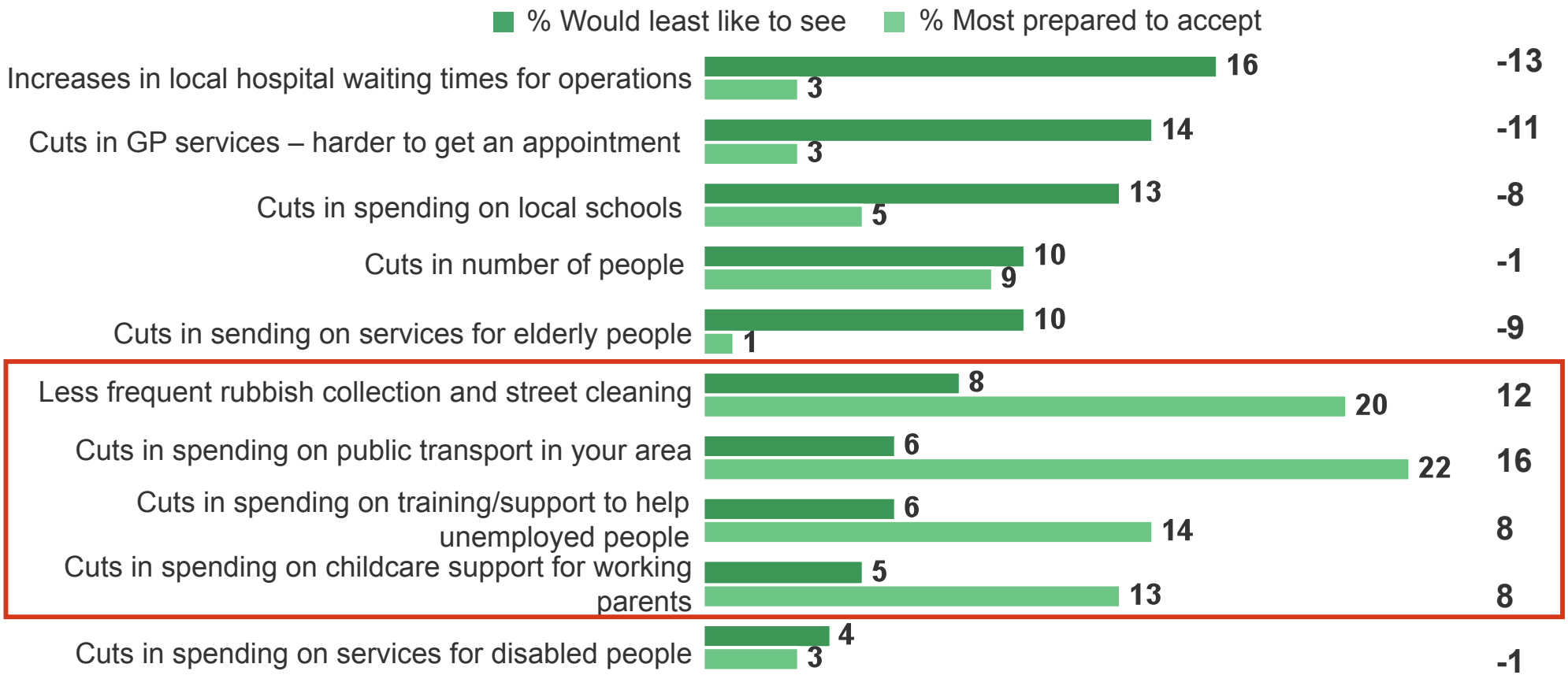
Ipsos MORI


And which one would you be most prepared to accept...?
%
Increases in local hospital waiting times for operations
16
3
-13
Cuts in GP services – harder to get an appointment
14
3
-11
Cuts in spending on local schools
13
5
-8
Cuts in number of police
10
9
-1
Cuts in spending on services for elderly people
10
1
-9
Less frequent rubbish collection and street cleaning
8
20
12
Cuts in spending on public transport in your area
6
22
16
Cuts in spending on training/support to help unemployed people
6
14
8
Cuts in spending on childcare support for working parents
5
13
8
Cuts in spending on services for disabled people
4
3
-1
WOULD LEAST LIKE TO SEE
MOST PREPARED TO ACCEPT
Source: TNS-BMRB F2F omnibus survey – September 2009 (995), Base: all respondents in GB aged 15+
35

Trading off – what's hardest to lose, what's easiest to let go of

Looking at these service areas… which ones of these cuts would you least like to see….?
And which would you be most prepared to accept…?

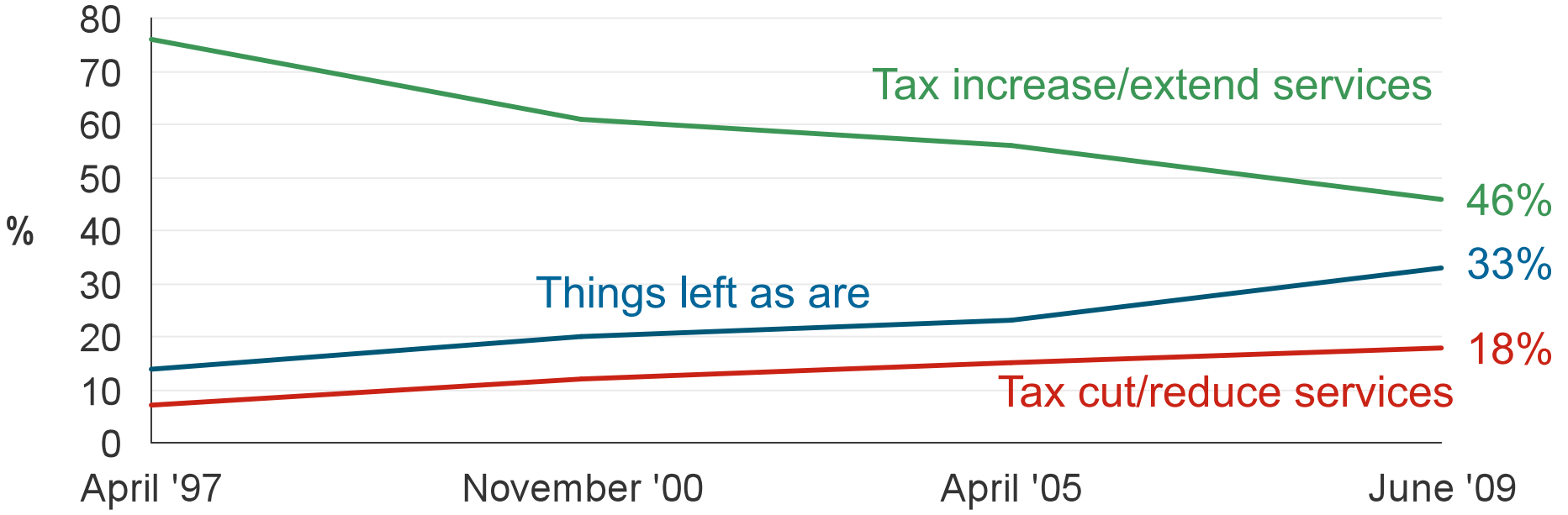


Ipsos MORI Base: all respondents in GB aged 15+ Source: TNS-BRMB F2F omnibus survey – September 2009 (995)

Though over time, fewer are supporting *more* spending on services

People have different views about whether it is more important to reduce taxes or keep up government spending. How about you?

- **% Taxes should be cut, even if it means some reduction in government services, such as health, education and welfare**
- **% Things should be left as they are**
- **% Government services such as health, education and welfare should be extended, even if it means some increases in taxes**



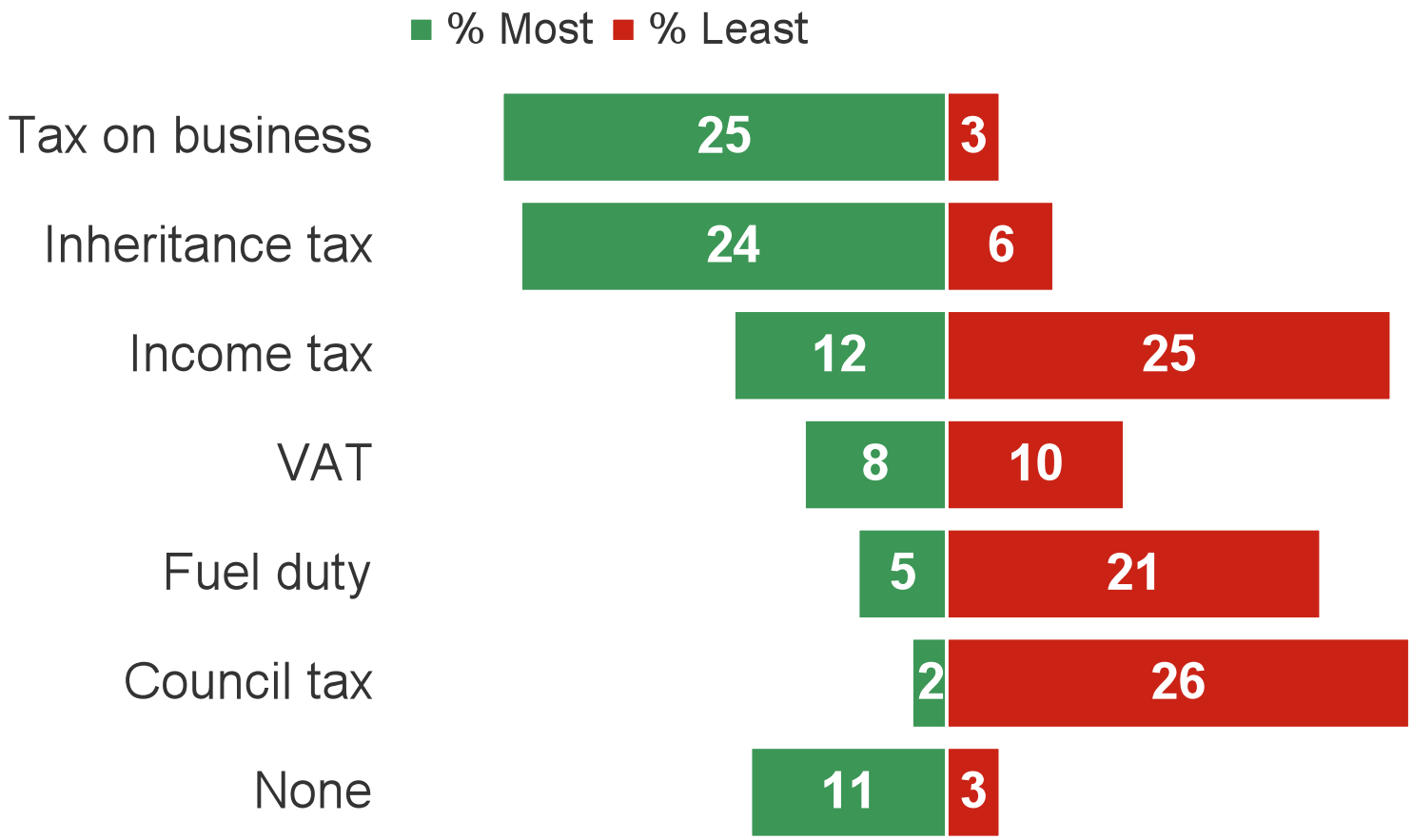
Source: Ipsos MORI

Ipsos MORI

Base: c.1,000 British Adults

If you have to tax, don't tax me!

In order to bring the nation's debts under control, many experts think it is highly likely that the level of taxation will increase in future. If taxes were to rise, which of these, if any, would you be most/least in favour of being increased?



Ipsos MORI

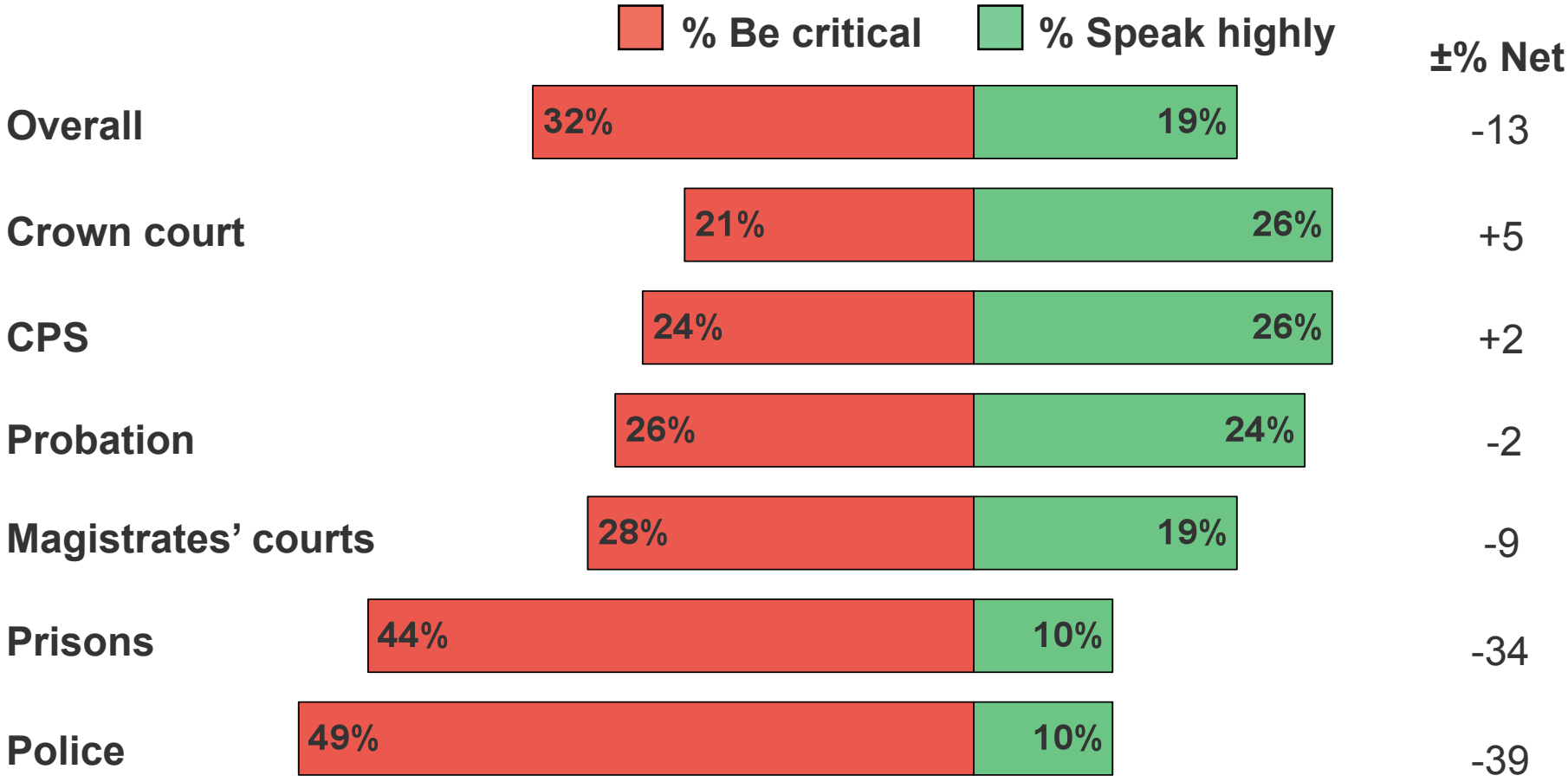
Base: 1,041 online British adults aged 16-64, 4-7 Sept 2009

77% say some services should be protected even if that means bigger rises in taxation and/or deeper cuts in other areas of public spending.

So where should cuts take place?

If police won't speak up for the CJS, who will?

Q Which of these phrases best describes the way you would speak about the Criminal Justice System as a whole?



Ipsos MORI

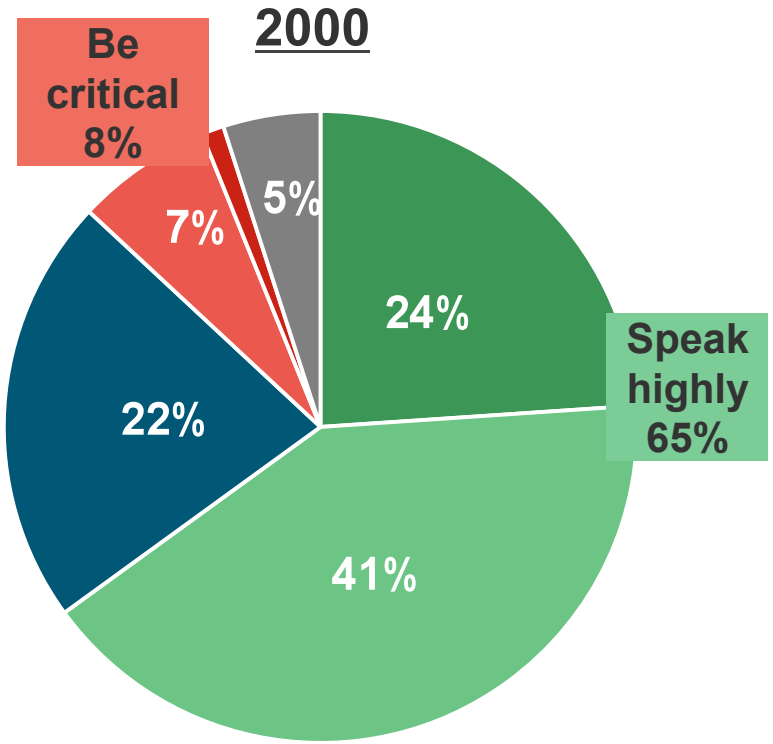
Base: Wave 4 All staff within CJS agencies (2,402)

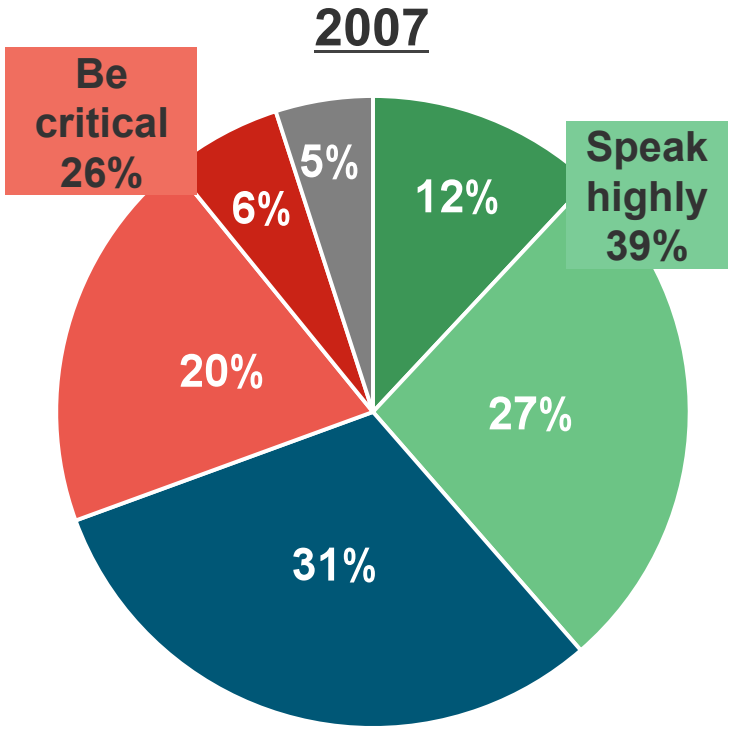
Source: Ipsos MORI, 2006

Indicative evidence that levels of staff advocacy in the public sector has fallen since 2000

Which phrase best describes the way you would speak of XYZ's services/products to people outside the company/organisation?

- I would speak highly of XYZ without being asked
- I would speak highly of XYZ if I am asked
- I would be neutral towards XYZ
- I would be critical of XYZ if I am asked
- I would be critical of XYZ without being asked
- No opinion



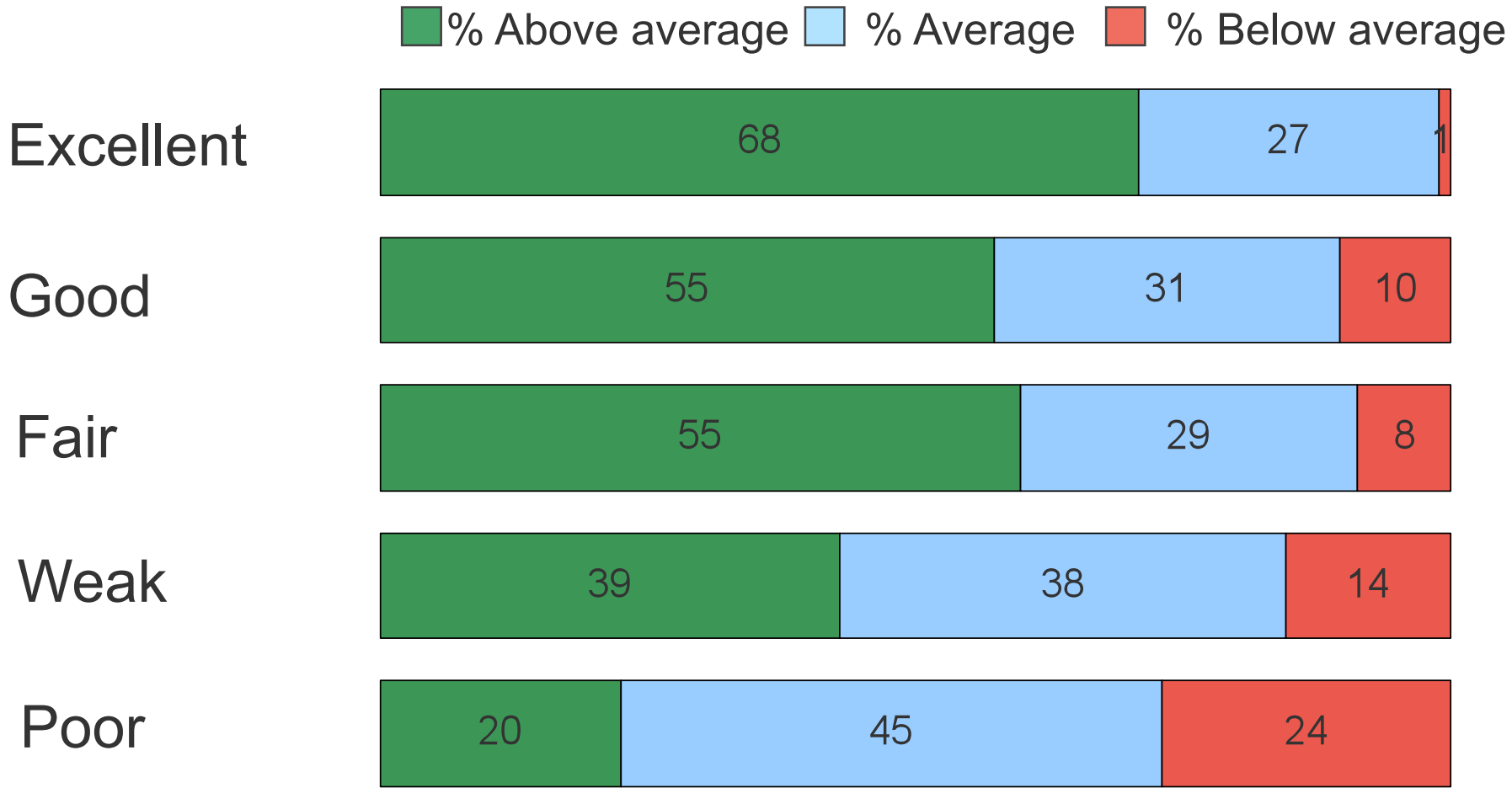


Ipsos MORI

Source: Ipsos MORI public sector norms (9 public sector organisations in 2000; 7 public sector organisations in 2007)

Excellent councils are the best places to work

Q I am now going to ask you to rate [Authority name] as a place to work compared with other organisations? Would you rate it as…?



Base: All respondents (1500). Fieldwork: 12th – 27th May 2005

Views on pay, bureaucracy, hours, interesting work and colleagues the same - everywhere